

Chemist & Druggist

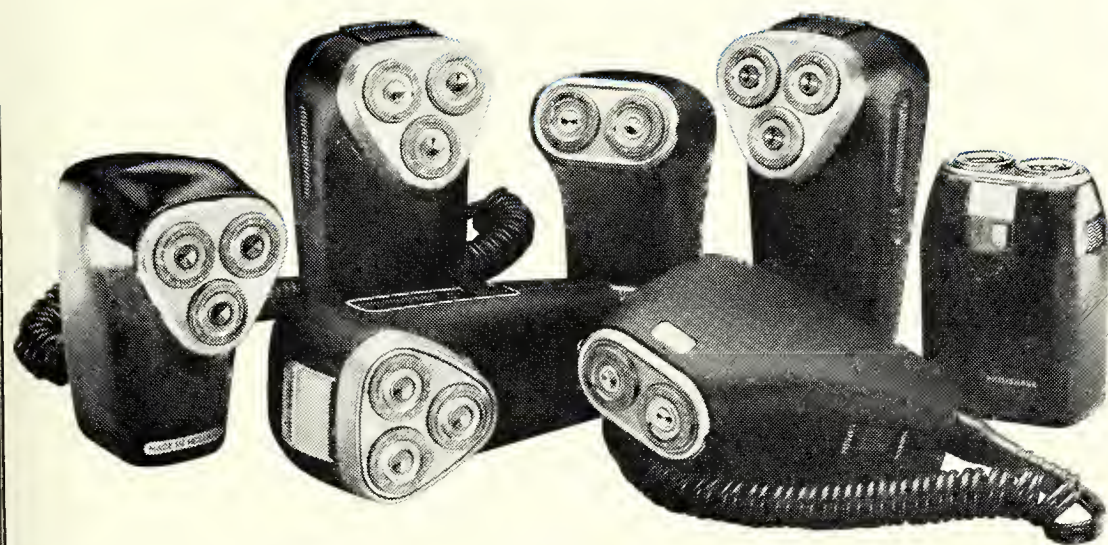
Benn >>

MARCH 26 1977

THE NEWSWEEKLY FOR PHARMACY

PHILIPS

**Philishave.
Britain's Best Selling
Electric Shavers.**



**More National TV advertising
March and April**

Simply years ahead.



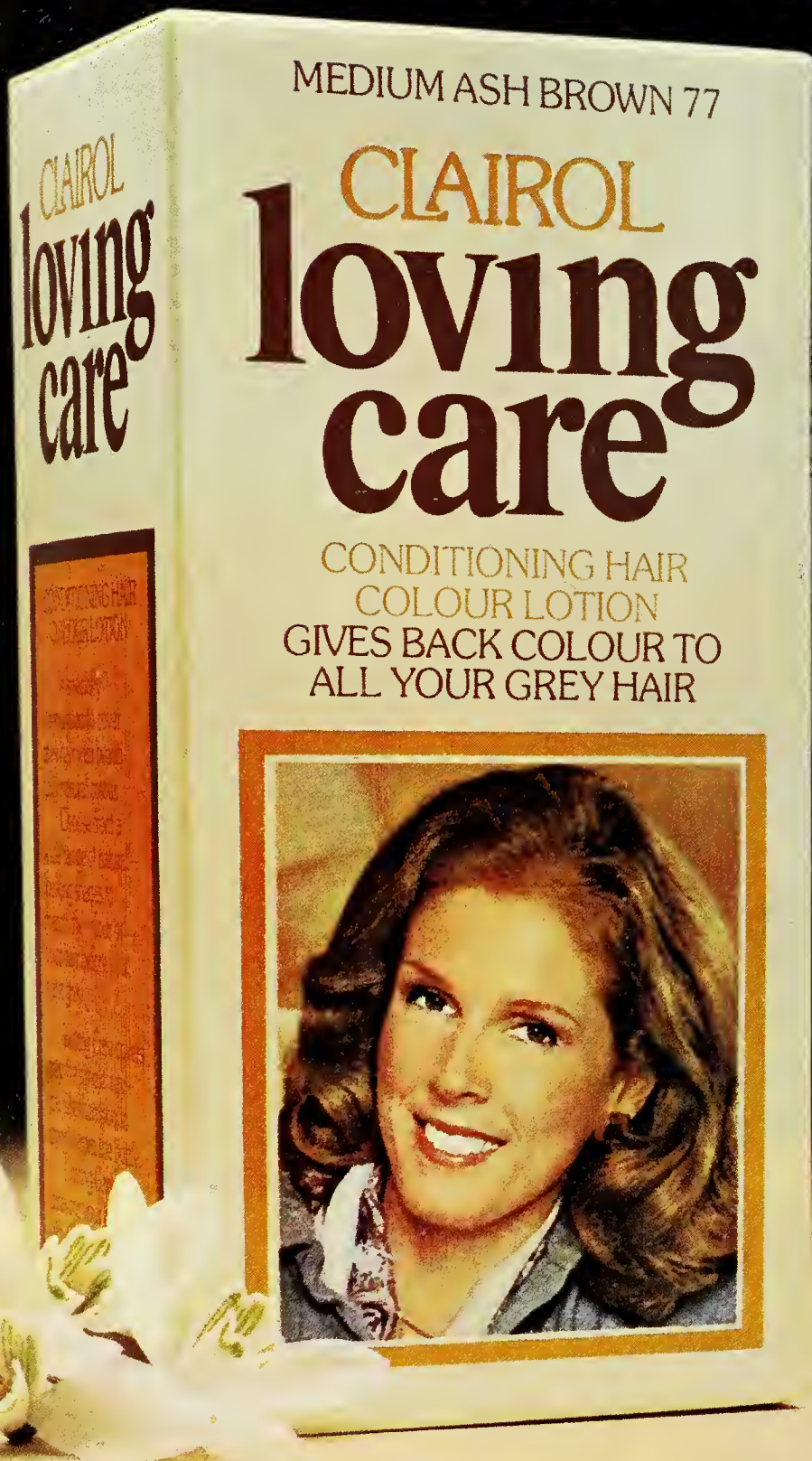
**Beauty
Business**

SPECIAL SECTION

**Medicines
Act: more
Part III
controls**

**WI concern
on shortage
of pharmacies**

Old friend. New face.



Clairol Loving Care has a lovely new pack with superb shelf-standout and customer-appeal.

And because Clairol know how-to-do-it, we're not changing Loving Care's tried and trusted formula plus Clairol's unique Creme Rinse conditioner.



Clearer choice

Instead, for the first time, more Loving Care customers than ever will find the colour of their choice from our beautiful range of 11 shades right on the pack.

Bigger story

And Clairol are introducing Loving Care's new packaging to your customers right away. With attention-getting advertising that's all about saying "Goodbye, grey hair"—thanks to Loving Care. In all the top-quality family and women's magazines.

The more stock you carry and display of Clairol's new-package Loving Care, the more customers will say "Goodbye grey hair"—and the more you'll be saying "Hello, new sales."



Clairol and Loving Care are trade marks. Authorised user: Clairol Division of Bristol-Myers Co. Ltd., S. Ruislip, Middx.

CLAIROL

World professionals in hair care.

They don't
see it
in the glass-



1% Market Share 3½ months post launch!

Aspro Clear has captured 1% value share of the analgesic market after only 2 months of consumer advertising. This is a remarkable achievement in such a traditionally brand loyal market. Stocks in the trade have sold through to the consumer and by the time this is printed, they are probably all gone. Consumer demand for the product is now firmly established and is growing fast!

£570,000 to be spent in 7 months

The reason? One of the most effective pieces of analgesic advertising ever made, plus a huge budget of £500,000 on TV alone. And another wave of commercials is coming in March/April onwards, together with a continuing national press campaign.

We are getting hundreds of consumer letters—500 a week!

To give you some idea of the fantastic response there was to Aspro Clear's advertising, we received 500 letters each week just from a small supporting press campaign.

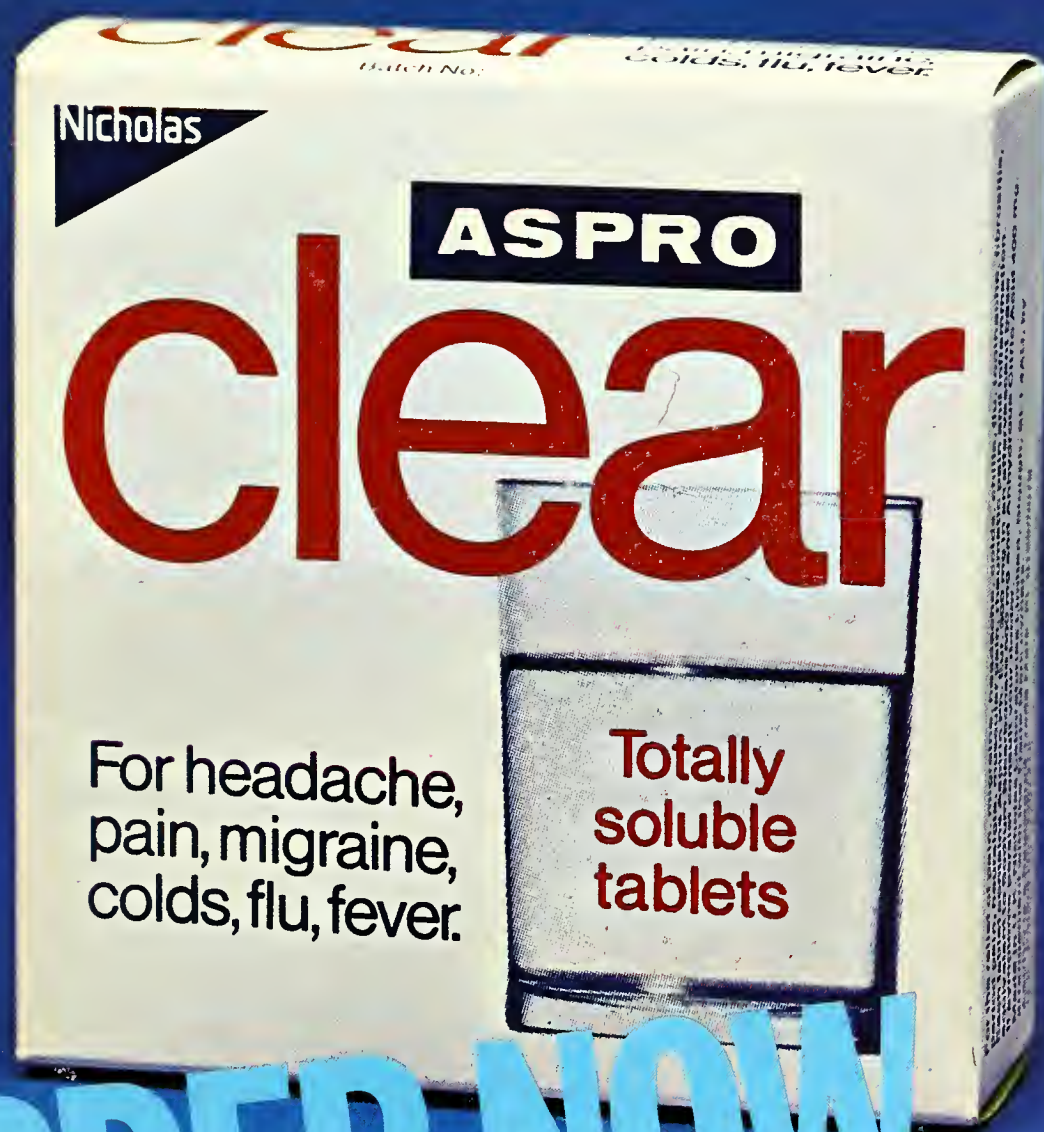
Trade Bonus for 1977

Just to give you an added incentive to re-stock Aspro Clear in time for the March/April burst of advertising, we are already delivering details of a new trade bonus. Don't miss it.

Merchandising Aids

You won't be short of sales and merchandising aids to help you sell the new stocks of Aspro Clear you order. You don't see Aspro Clear in the glass—but make sure it's visible—very visible—in your shop.

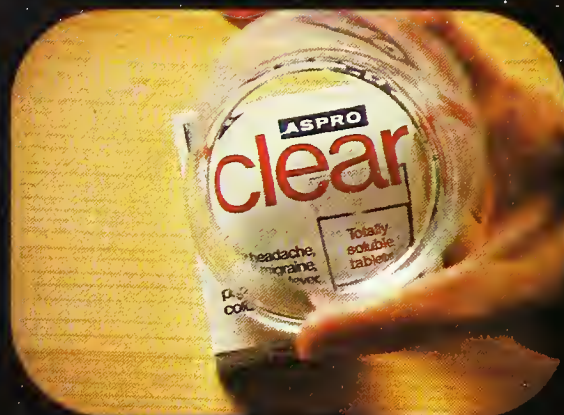
Make sure
they see it in
your shop!



ORDER NOW

from your Nicholas representative
or through your local wholesaler!

They'll see it on TV-



They'll see it in the press- make sure they see it in your shop



Nicholas

'Aspro' is a registered trademark.

Nicholas Laboratories Ltd., 225 Bath Road, Slough SL1 4AU

EVERYONE'S GOING TO SEE THE
COMPETITION ADVERTISED ON TV.

MAKE SURE YOU ORDER PLENTY
OF THE NEW ELASTOPLAST PACKS
WITH THE DOLPHIN THEY'LL ALL BE
LOOKING FOR.

FOR FULL DETAILS CONTACT
YOUR SMITH & NEPHEW
REPRESENTATIVES OR PHONE
WELWYN GARDEN CITY 25151.

Elastoplast
FIRST AND SECOND IN FIRST AID.



SMITH AND NEPHEW PROMOTIONS
PRESENT

THE 1977 ELASTOPLAST Trademark COMPETITION



★ ★ Featuring ★ ★
*THE WORLD'S MOST
FAMOUS DOLPHIN*

FLIPPER

WHO WILL PERSONALLY MEET THE WINNER IN
SAN FRANCISCO

OVER 6,000 OTHER PRIZES TO BE WON!

£100,000 OF SPECIAL TV ADVERTISING

Fight the free film merchants! Are you going to sit back and let them take your profits?



Once, film processing represented a much larger percentage of a chemist's business— but over the last few years, that percentage has been eaten away by the increasing number of free film services and offers from well known High Street Retailers.

Now Barclays have developed an exciting new scheme to bring film processing profits back to the pharmacy—back to you.

Quite simply, your customer pre-pays you the entire cost of film and processing.

He buys a special Barclays package of Kodacolor II, 126, 110, or 135 film—a selection covering 77% of the colour film market. Then, when his film is exposed, he sends it to Barclays in the special envelope provided. The film is processed quickly and efficiently, and the customer receives, direct to his home, high-quality borderless silk prints.

Your Customer saves up to £1.13 on the regular total cost.

You, the retailer, take **70p** profit on each unit sold.

Look at the Barclays advantages

For the customer:

- * Quick, efficient processing by Britain's largest and most modern laboratory
- * Beautiful high quality borderless silk prints
- * Easy to use—the exposed film is just popped into the envelope
- * Credit given for unprintable negatives
- * Up to £1.13 saving on regular prices

For the retailer:

- * A simple, attractive package, with colourful, eye-catching display material
- * Single account on normal terms
- * You make more profit even on passing film trade
- * 70p profit on each unit sold

FANTASTIC SAVINGS

with TOTALLY PROCESS PAID

Kodacolor II

SIZE OF FILM	135	35mm	110
NO. OF EXP.	20	20	20
REGULAR PRICE	£4.88	£4.79	£4.93
BARCLAYS PRICE	£3.75	£3.75	£3.75
SAVE	£1.13	£1.04	£1.18

Barclays Film Service

Kodacolor II

Pay for your processing NOW and SAVE!!!

CREDIT GIVEN FOR UNPRINTABLE NEGATIVES

NOTHING MORE TO PAY for developing and printing see special processing envelope inside

Barclays Film Service

Barclays
19c Orgreave Close,
Sheffield S13 9NT

I'm interested in learning more about Barclays Film Processing Scheme

Make sure you don't miss out on processing profits this summer. Just fill in the coupon. A Barclays representative will call and give you full details.

Barclays bring colour processing profits back into your shop!

Name _____

Shop _____

Address _____

Chemist & Druggist

The newswweekly for pharmacy

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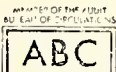
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Comment

Yet more regulations

Now the Health Ministers have made up their minds to support the Medicines Commission's revised advice on the self-service or self-selection of analgesics (*C&D*, March 5), the way has been cleared for publication of yet another dose of Medicines Act draft legislation—this time the proposed Medicines (Sale or Supply) (Miscellaneous Provisions) Regulations (see p431).

The original proposals, issued in March last year (*C&D*, March 20, 1976, p416), included not only a ban on analgesics self-service, but a requirement that persons who sell products on the general sale list should notify the Pharmaceutical Society of their intention (no advance permission would have been required). In the new draft, such notification will be to the enforcement authority, which is defined as the food and drugs authority in England and Wales and the local authority in Scotland.

In fact the Society will have powers of enforcement in relation to general sale medicines, automatic vending machines, premises and such conditions of sale as may be prescribed by Regulation only in respect of pharmacies and premises selling certain veterinary medicines. All such conditions in respect of drug stores and other outlets selling medicines will be enforced by the food and drugs or local authority. In view of the oft disputed distinction between self-service and self-selection, it is perhaps worthy of note that a definition is provided by the proposed Regulations for "self service methods" (though in connection with certain veterinary medicines, not analgesics!). The definition reads: "any method of sale which allows a purchaser to help himself on or before payment". Perhaps those retail pharmacists who have felt justified in offering "self-selection" on analgesics, while rejecting the principle of "self-service", should reflect on the implications of that wording.

Automatic vending machines which offer a medicinal product for sale will have to be sited, the Regulations propose, in premises which the occupier is able to close so as to exclude the public.

These latest sale or supply Regulations also cover aspects of wholesale dealing and pharmacy records—and indeed justify the "miscellaneous provisions" description contained in their title. Most pharmacists in practice must by now be somewhat bemused by the surfeit of such consultation documents, proposals, recommendations, drafts, etc, which have been put before them during the past twelve months.

Even now we have not seen the end—"a number of amendments of general application are being made to the proposals issued last March", says the Department of Health. Somewhere, somehow the Medicines Act's objective of simplifying a conglomeration of legislation seems to have been lost in its execution.

Essential pharmacies scheme approved

The go-ahead has been given for the essential small pharmacies scheme approved by the conference of Local Pharmaceutical Committee representatives last year. It was announced on Wednesday as *C&D* went to press that, following agreement with the Department of Health, official notice of the introduction of the scheme was to be despatched immediately to Family Practitioner Committees.

It is understood that the scheme is essentially that put to the LPC conference (*C&D*, November 27, 1976, p727). Final details were not available on Wednesday, but the conference was told that the scheme would be implemented in two stages as follows.

Initially, pharmacies two miles or more from the next nearest as the crow flies and dispensing between 6,000 and 30,000 prescriptions per year and with a non-NHS turnover of less than £25,000, and providing a full-time pharmaceutical service, would receive a scale payment related to prescription volume commencing at £750 for 6,000 prescriptions rising to £1,500 for 12-18,000 prescriptions and declining to zero at 30,000. The payments would be scaled down by reference to non-NHS turnover of between £15-25,000, ie a reduction of £15 for every £100 in excess of £15,000 per year.

At a later stage pharmacies less than two miles from the nearest pharmacy and dispensing fewer than 6,000 prescriptions per year would receive one lump sum broadly representing Basic Practice Allowance as originally proposed by the Pharmaceutical Services Negotiating Committee.

Complaint against aspirin samples in advertising

The Advertising Standards Authority has upheld a complaint against Chef & Brewer Ltd for distributing medicines in a "dangerous and undesirable manner".

According to the ASA's January report, a member of the public objected to an unsolicited promotional leaflet which bore two aspirin tablets in foil above the message: "If organising the Christmas party is giving you a headache, ring this number for fast relief . . ." The ASA endorsed the agreement between the pharmaceutical industry and Department of Health, whereby unsolicited medicine samples are not distributed, and thought the principle should be extended to all marketing operations involving unsolicited distribution of advertising material.

A member of the public challenged the claim for Double Amplex capsules: "Mask the traces of a 12 year old Scotch. Conceal the aroma of your favourite Havana. Even dissipate the aftermath of the most imaginative Italian cooking." His

experience showed the product did not work as claimed. The advertisers agreed to modify future advertisements when the complaint was upheld.

A complaint against the packaging of Howards sorbitol powder was upheld when a member of the public objected to an illustration of six food items and a flash stating "six recipes inside" when only one of the recipes enclosed corresponded with the illustration. The advertiser explained that the pack was intended to show the variety of foods in which sorbitol could be used, but steps would be taken to avoid misunderstanding in future.

IBA criticised for ban on contraceptives advertising

A pamphlet criticising the Independent Broadcasting Authority for not permitting advertising of contraceptives on television has been published by the Birth Control Trust.

The author, Suzie Hayman, attacks the "hypocrisy" involved in accepting commercials with explicit sexual messages while claiming that contraceptive advertisements would be too embarrassing for family audiences. "Unwanted babies are 'embarrassing' too", she told *C&D*, adding

that much unnecessary suffering would be avoided if information on contraceptives was screened on television. In Australia, where a similar ban was lifted in 1975, people questioned in surveys found the commercials neither embarrassing nor in bad taste.

Instant cameras for Jubilee

Kodak instant cameras and instant print film will be available in the UK from May 16, in time for the Jubilee summer. Suggested retail prices of the cameras will be £49.15, £63.00 and £105.30. A film pack containing ten units will cost £4.80. Further details in *C&D* next week.

Drug promotion cuts start

The cuts imposed by the Government on the pharmaceutical industry's promotional expenditure come into effect on April 1. Expenditure in the year 1977-78 is to be reduced from 14 per cent to 12 per cent of total sales to the NHS and by a further 1 per cent in both the two following years to 10 per cent in 1980.

'Bung' of the month award

A contest to find the "most ridiculous and burdensome examples of Government bureaucracy" has been organised by the Institute of Directors, the Association of British Chambers of Commerce and John Cope MP, secretary of the Conservative Smaller Businesses Committee.

Firms of 200 employees or less who "can produce the most ludicrous examples of governmental meddling" will receive a "Bumf of the month" certificate, and there will be a "Bumf of the year" prize of a day in London with the sponsors. Entries should be sent to the Institute of Directors, 10 Belgrave Square, London SW1.

No sign of an end to pharmacy picketing

The picketing of pharmacies in North-west London is expected to continue as long as the dispute between Grunwick Laboratories and the Association of Professional Executive and Computer Staff remains unresolved.

Mr Roy Grantham, APEX general secretary, told *C&D* on Tuesday that the pickets' action had had the desired effect on a "number of larger sources" so the union was turning its attention back to pharmacies because the company was unhappy with the number of chemists withdrawing their business. However, Mr George Ward, Grunwick's managing director, claimed that his customers' loyalty had been "phenomenal" and the company had not suffered any damage as a result of picketed dealers turning elsewhere. Grunwick's counsel was reviewing the legal position, a procedure expected to take two months.

Meanwhile, picketing continued at the weekend outside the North-west London pharmacies of Mr M. J. Abrahams, Mr Brody and Mr G. Ries. The latter described the event as "fairly low key"; the placards read "Official strike" instead of "Boycott this chemist" as previously and the leaflets handed out told the public not

to use the pharmacy for photographic work. He had no objections to the general behaviour of the pickets except that one leaflet handed out stated "this chemist uses slave labour" and one young girl was dubious about entering the pharmacy after being spoken to by the pickets. Mr Ries felt it was unfair to intimidate children.

Nine pickets stayed outside the pharmacy about an hour and a half and one of them, Councillor Shaw, accused Mr Ries of "taking sides" in the dispute by continuing to use Grunwick's film processing services. Mr Ries replied he would be "taking sides" equally if he took his business away from the company. He told *C&D* he refused to be pressurised and merely wanted to see the dispute ended.

Mr Abrahams of Edgar's Chemists Willesden, which has been picketed about four times, said he did not feel his customers have been deterred. The pickets' latest leaflets underlined that customers should not use the pharmacy for film processing. Mr Brody agreed that the leaflet distributed outside his pharmacy emphasised that photographic work was involved the banners said "Stand up with us and support APEX" and customers were not prevented from entering the shop.

Four lose seats on NPA Board

Mr C. Jacobs, Dr D. H. Maddock, Mr K. R. Rutter and Mr G. Urwin have lost their seats on the National Pharmaceutical Association Board of Management.

The results were as follows:

Area 1 (North): P. Snowdon, Sunderland, 196; G. Urwin, Newcastle-on-Tyne, 83; votes returned 61 per cent.

Area 2 (North East): S. H. Beckett, Grimsby, 18; B. Hellawell, Huddersfield, 37; D. Royce, Pontefract, 120; K. R. Rutter, Leeds, 83; votes returned 50.44 per cent.

Area 3 (East Midlands): C. Jacobs, Leicester, 107; C. D. Ross, Bourne, 199; votes returned 52 per cent.

Area 12 (West) M. P. J. Hadley, Bewdley, 47; P. E. Taylor, Hanley, 72; votes returned 53 per cent.

Area 13 (West Midlands): A. H. Moseley, Birmingham 25, 115; J. D. Thomas, Walsall, 92; votes returned 50.29 per cent.

Area 14 (North-west one): A. Medcalfe, Lancaster, 114; J. E. Pilkington, Blackpool, 33; votes returned 59 per cent.

Area 17 (two seats) (Wales): G. T. M. David, Swansea, 221; D. R. Evans, Trethomas, 172; D. H. Maddock, Cardiff, 169; votes returned 56.81 per cent.

D. L. Coleman (*Area 4, East Anglia*), R. G. Worby (*Area 5, North-east London*), J. C. N. Wilford (*Area 6, South-east one*), A. R. Moore (*Area 7, South-east two*), L. Priest (*Area 8, North-west London*), D. N. Sharpe (*Area 9, Home Counties north*), S. G. Bubb (*Area 10, South*) G. J. Hendra (*Area 11, South-west*), J. C. Leigh (*Area 15, North-west two*), M. Gellman (*Area 16, Greater Manchester*), T. I. O'Rourke (*Area 19, Northern Ireland*) were all returned unopposed.

Nottingham opens new pharmacy department

Nottingham University pharmacy department's new premises were opened officially by the Pharmaceutical Society's president, Mr J. P. Bannerman, on Tuesday.

Staff and students transferred to the new premises adjacent to the medical school in Clifton Boulevard last September after much delay resulting from repeated economic crises. The University claims to be "unique" in respect of the large number of its pharmacy applicants naming the department as first choice—24.6 per cent of the total 1,705 applicants in 1975. Of the total 1,819 applicants 71 were admitted in 1976.

In the new building, 8,295 sq ft is devoted to pharmaceuticals, 7,351 sq ft to pharmaceutical chemistry, 7,184 sq ft to pharmacology, 3,650 sq ft pharmacognosy.

The Jaysnap closure, developed by Johnsen & Jorgensen (Plastics) Ltd, has won two awards in Starpacks 1977 as part of the new Nulon hand cream pack. Miss Sally Ayling, Nulon brand manager, Reckitt Products Ltd, and Ed Davis, sales director, J & J (Plastics) Ltd are pictured after presentation of the Starpacks silver star certificate and the silver salver "cosmetic pack of the year" award



WIs value doctor dispensing during 'pharmacy' shortage

The service provided by a dispensing doctor is valuable and must be retained "while an acute shortage of dispensing chemists exists".

That is one of the conclusions of a Women's Institute survey on "Health services in rural areas," which has been submitted to the Royal Commission on the NHS. The sample surveyed comprised about one-tenth of Women's Institutes, representing 1,025 towns and villages and the views of about 35,000 women.

The main conclusion is that country dwellers still have difficulty reaching health care facilities. When members in villages without pharmacies were asked if their doctor dispensed medicines 46 per cent said "yes" and 54 per cent "no". The report adds, "Whilst the service provided by dispensing surgeries is indeed valuable, it is still imperfect in that they only carry limited stocks and the patient may still be forced to travel to a chemist".

The furthest distance recorded was 12 miles; 5.99 per cent travelled less than a mile, 16.64 per cent one to two miles, 34.48 per cent two to four miles and

42.89 per cent over four miles. Three-quarters had to make a special journey to collect their medicines, involving inconvenience and hardship because of transport difficulties. Only 16 per cent lived in villages operating collection schemes for which the report says "there is scope for further development". The WIs call for higher payments for dispensing or grants to make pharmacies viable in less densely populated areas, and ask for surgeries to be retained in villages instead of being moved away to health centres.

When a question was asked how money might be saved in the NHS, the second most popular suggestion was that the number of drugs prescribed should be reduced. Only 18 per cent of those replying took all their prescribed medicines, 66 per cent sometimes and 16 per cent frequently had drugs left over; 74 per cent said they usually finished a course of drugs prescribed. Left over drugs were destroyed by 74 per cent, locked away by 11 per cent, ignored by 9 per cent and returned to the chemist or doctor by 6 per cent but "few gps or chemists accepted returned drugs".

BP Commission authorises eye drops codes

The British Pharmacopoeia Commission has decided to extend the principle, already applied to a number of commercially available eye drops, of identifying single use eye drop containers by means of a suitable authorised code and an indication of the percentage of active ingredients present in the preparation. In addition, the full labelling information necessary must appear on the packaging of such containers, together with the code letters used for the contents.

A draft list of identification codes has been prepared and it is intended that only codes approved by the BP Commission should be used on eye drop containers in the UK. The appearance of a material on the list does not necessarily mean that a monograph will be included in the BP. The codes have been chosen to take account of existing practice and to minimise confusion between different eye drops.

The codes are: adrenaline, neutral—

ADN; amethocaine—AME; atropine sulphate—ATR; benoxinate—BNX; betamethasone—BET; carbachol—CAR; chloramphenicol—CPL; cocaine—CCN; cyclopentolate—CYC; fluorescein—FLN; homatropine—HOM; hydrocortisone—HCOR; hyoscine—HYO; hypromellose—HPRM; lachesisine—LAC; neomycin—NEO; phenylephrine—PHNL; physostigmine—ESR; pilocarpine—PIL; prednisolone—PRED; proxymetacaine—PROX; rose bengal—ROS; sodium chloride—SALINE; Sulphacetamide—SULF; Zinc sulphate—ZSU.

Comments on the list of approved codes are invited and should be sent to the secretary and scientific director, British Pharmacopoeia Commission, 8 Bulstrode Street, London W1M 5FT. Comments are also being sought from the Committee on Safety of Medicines and the Committee on Dental and Surgical Materials. When all comments have been received and reviewed a final agreed list will be published.

ABPI Royal Commission evidence

Industry 'good value' to NHS

The pharmaceutical industry's contribution to advances in medicine and its "excellent value" to the NHS are described in the Association of the British Pharmaceutical Industry's evidence to the Royal Commission on the NHS. ABPI warns that the contribution could be endangered by further bureaucratic interference.

The economic and social benefits derived from the use of modern medicines have resulted almost entirely from the "competitive cut and thrust of the private enterprise industrial innovators" says ABPI.

In theory it was possible to organise pharmaceutical innovation or development as a centrally controlled bureaucratic activity but, in practice, no country had demonstrated that such a system could produce a steady flow of important new medicines to match that now existing in Britain and the rest of the Western world. Medicines had resulted in dramatic savings in costly sectors of the service, such as hospitalisation of tubercular patients.

Referring to recent suggestions from the Department of Health that the nation's drugs bill could be reduced by a "restricted" prescribing list, ABPI says that such a list would "disastrously inhibit the development of future pharmaceutical innovation". Inevitably any new medicine would be judged much more harshly than one already in clinical use. The evidence adds that companies should always be a main source of information and advice about their drugs because manufacturers have direct access to experience with their products in use together with the means of evaluating information internationally.

Government controls have slowed down the rate of pharmaceutical innovation, and further controls would be counter-productive

in terms of the well-being of NHS patients, says ABPI. The fostering of more undergraduate and postgraduate education in clinical pharmacology "should help to ensure that gps, in particular, are taught how most appropriately to prescribe the products of the modern pharmaceutical industry's investment in innovation". To maintain the quality of medicines supplied to the NHS and to provide consistency to the patient ABPI "strongly advocates" doctors prescribing by brand names rather than generic.

TUC calls for salaried health service personnel

All health service personnel should be employed on a salaried basis by the appropriate health authority, suggests the Trades Union Congress in its evidence to the Royal Commission on the NHS.

The TUC accepts that practical difficulties make an immediate and complete change in the system impossible. "But the principle should be clearly established, positive inducement should be offered to

effect the change and new staff should all be employed on the revised basis." The TUC believes that one of the strongest arguments for a salaried service is that "a proper structure and distribution of personnel" could be achieved within the family practitioner service.

The report envisages a community service providing comprehensive care based on health centres which should be designed to house a multi-disciplinary health team, including pharmacists and covering the whole field of primary care. NHS revenue should be financed by general taxation and direct charges are totally rejected.

The TUC calls for improved control of the pharmaceutical industry with the Voluntary Price Regulation Scheme extended to include agreement on export and imports, investment, location, research and development, with possibly "a more flexible approach" on prices and profits. The NHS ought to have more say in determining research and development priorities, TUC believes, and stronger powers are sought to prevent patent law abuse or its unduly restricting competition

Westminster report

Adverse effects of drugs

Moving an adjournment last week, Mr Sydney Tierney initiated a debate on the reporting of the adverse side effects of drugs. After tracing the history of Eraldin, he commented on the decision to set up a research panel to study the basic mechanism of the Eraldin syndrome: "I welcome the setting up of a select panel if it means that the medical profession is to put its house in order, but it seems to me that it is in a unique position if it can have an investigation of its own shortcomings and act as judge and jury within the situation".

He appealed for a fuller and wider inquiry to be set up to ensure that "the grave problem of reporting drug adverse reactions is more adequately dealt with—and quickly". In reply, Mr Eric Deakins, Under-Secretary of State for Health, said it was widely believed that the main weakness of the system lies in a considerable degree of under-reporting of adverse reactions. Some hazardous drugs were life-saving and their total removal from the market may not be in the best interests of certain patients. Controls must not be so tight as to prevent innovation.

It was announced in the Commons on Monday that the Secretary of State for Social Services had agreed to meet a deputation of members from both sides of the House and representatives of the Association of Parents of Vaccine-damaged Children.

Health centre surveys

Mr Patrick Jenkin asked the Secretary of State for Social Services if he will set up an independent inquiry to compare consumer satisfaction among NHS patients attending health centres with that among NHS patients attending general practitioner surgeries. Replying to the request, Mr David Ennals said that facilities for general medical practice at health centres have much in common with those offered by primary care teams practising from purpose-built

premises provided by the practitioners. Any variation of substance between one group practice and another is likely to result from individual differences in the personalities and working arrangements of the members of the primary care teams.

The DHSS is financing several studies of the operation of health centres, and some small-scale local surveys have been published. The reports so far received indicate, *inter alia*, that most patients consider the health centre an improvement on their doctors' previous accommodation.

No action on saccharin

Replying to several Commons questions the Minister for Agriculture, Fisheries and Food, Mr John Silkin, said that on the information available, he saw no reason to phase out the use of saccharin, as proposed in the USA and Canada. However the results of recent American and Canadian research will be examined by expert committees in the UK, and a final decision will be based on their advice.

Prices display by opticians

Mr George Rodgers asked the Secretary of State for Prices and Consumer Protection if he had completed his consultation on the Price Commission's report on spectacles (C&D, October 2, 1976, p414). Mr Hattersley replied that agreement had been reached on several points. The General Optical Council had confirmed that its rules do not prevent the display of price of spectacle frames inside an optician's premises, and opticians are to be recommended to display prices in this way.

Under General Optical Council rules however, the prices of optical appliances may not be displayed in shop windows. The Government had asked the Council to reconsider this restriction, but the Council are firmly opposed to any change. Mr Hattersley regretted the Council's unwillingness to modify the rules.

The opticians' organisations had agreed that patients should be given bills showing NHS lens charge and appliance charge.



Mrs J. Barker, Theaker Chemists, Hastings, being presented with a tea and coffee maker, the first prize in a recent Sangers-Wilkinson Sword competition. Presenting the prize is Mr W. Tuffee, area manager, Wilkinson Sword; also pictured is Mr David Garrard, general manager Sangers Ltd Maidstone branch

**BUY ME.
GET MY FRIEND FREE.**



Together Cutipen and Nutrinail add up to complete nail care.

And for a limited period we're offering your customers a terrific double deal. They buy Cutipen and get Nutrinail free.

It's an offer too good to miss, which means extra sales and more profit for you.

And in case you're not already convinced we mean business, we've designed some exciting new consumer advertising for display in the popular women's press this year.



Cutipen

A FULFORD WILLIAMS PRODUCT

Ever since the manufacture of the first insulin preparation in 1923, we have been concerned with producing insulins of the highest quality. Today we supply a wide range of insulins with a service to accompany them—a service that includes booklets and cards for patients, and note pads and wall charts for you. If you have any queries, our representative is on hand to provide quick, on-the-spot help and advice. If you would like to know more about the Wellcome* Insulins Service, please fill in the coupon and post it to us.

**Specify Wellcome Insulins
for the product—and the service.**



Wellcome

Full information is available on request.
Wellcome Medical Division
The Wellcome Foundation Ltd.
Berkhamsted, Herts

*Trade Mark

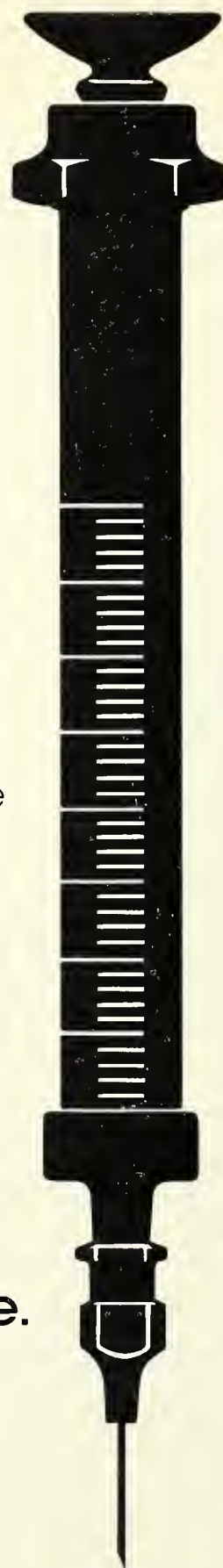
I would like to receive further details of the Wellcome Insulins Service. Please arrange for your representative to visit me.

Name _____

Address of Retail Pharmacy _____

Best time for visit _____

Wellcome Insulins Service



People

Dr J. H. Foster, area pharmaceutical officer, Merton, Sutton and Wandsworth Area Health Authority (T), has been awarded the Guild of Hospital Pharmacists Geigy Travelling Fellowship Award 1977 for a study entitled "Postgraduate education for clinical pharmacy." Dr Foster is to visit the USA to assess the relevance of clinical pharmacy courses to the UK and he will present his paper at the Guild of Hospital Pharmacists week-end school 1978.

Mr D. M. L. Branford, BPharm, MPS, recently delivered the First EEC Fellowship Award lecture at a meeting organised by the London Branch, Guild of Hospital Pharmacists, in conjunction with Leo Laboratories Ltd. Mr Branford, staff pharmacist to the Fulbourn & Ida Darwin Hospitals, Cambridge, visited psychiatric and other hospitals in Sweden, Denmark and Germany to study their methods of drug administration with particular reference to any individualised methods of supply.

David G. Brown, BPharm, MPS, production pharmacist, Evans Medical Ltd, has won this year's R. P. Scherer award for a paper "Improved tablet uniformity by the optimisation of wet granulation process".

Dr Alfred Spinks, research and development director of ICI, has been elected a Fellow of the Royal Society for distinguished services to chemistry, biochemistry and pharmacology.

News in brief

□ The Department of Prices and Consumer Protection has circulated draft proposals that will retain indefinitely the requirement for domestic electrical appliances to bear an explanatory flex colour code label on their leads. The 1969 Regulations are due to expire on July 1 and the new proposals extend the period.

□ Glaxo Holdings Ltd are offering annual awards totalling £16,000 to science writers throughout the European Economic Community in an extension of their travelling fellowships for science writers scheme. Beginning this year two major awards will be offered in each country—one fellowship worth £1,000 for the best article or series of articles in a science subject, and one fellowship of £1,000 for the best script and/or radio or television programme on a science subject.

□ The Guild of Hospital Pharmacists invite applications for the Nicholas Award 1977, which is presented annually by Nicholas Laboratories Ltd for the paper providing the best contribution to the science or practice of hospital pharmacy. The award is open to all pharmacists currently employed by regional or area health authorities. Details from the administrative assistant, Guild of Hospital Pharmacists (ASTMS), 10 Jamestown Road, London NW1 7DT. Closing date July 1.

Topical reflections

BY XRAYSER

Improved service

At the annual meeting of the Irish Eastern Region Pharmacists' Association, the chairman (Mr A. Coleman) examined the question of pharmacy going completely professional, as well as the development of a total national health service (p385). He wondered, he said, whether pharmacists who qualified by diploma were equipped to deal adequately with all the problems that might arise from the latter proposals. It had already been intimated in some circles that pharmacy was not giving a total service to the public, and the Irish Pharmaceutical Union favoured an improvement in the interest of the public and of professionalism.

The same questions are being asked in this country with varying degrees of emphasis, and it has been clear for some time that there are opposing views in the matter. To appreciate the difficulty it is necessary to turn to the secretary's report which was presented by Mr P. J. Finnerty. He said: "Many of the younger pharmacists are aspiring to standards which we hear about in some EEC countries." That has been on the cards for some years now. With a degree course of enormous range and complexity, producing a highly-qualified specialist, it is not matter for wonder if the graduate wants to make full use of his hardly-won expertise, as his pharmaceutical colleagues are permitted to do on the Continent.

Mr Finnerty went on to say that to achieve anything like those ideals, with our distribution of pharmacies, "our population would need to triple or quadruple while the number of pharmacies would need to remain static." I wonder if that is so. I read only recently a report of pharmacy practice in France and learned that while the ratio of people to pharmacy in a large city was rather less than our own, it was possible to exist professionally. But the range of professional operations was much wider than here, including the sort of work which is done in hospital laboratories in this country.

How is it going to be possible for the pharmacist in Great Britain to become responsible for operations in haematology, sedimentation, and other highly-skilled operations? His scientific training in this country has given him the skills, but the opportunities are lacking. Yet, one can appreciate the aspirations of the younger pharmacists and their envy of professional careers elsewhere.

Royal Commission

In its evidence to the Royal Commission on the National Health Service, the Pharmaceutical Society of Northern Ireland has reached much the same conclusion as its counterpart in Great Britain. It ranges over as wide a canvas and, if there was no collusion, there is certainly coincidence. I am still no more impressed by the arguments in favour of "time" prescribing. The object, it is stated, is to bring about savings, but it might equally be argued that to limit quantities is to increase the number of dispensing fees.

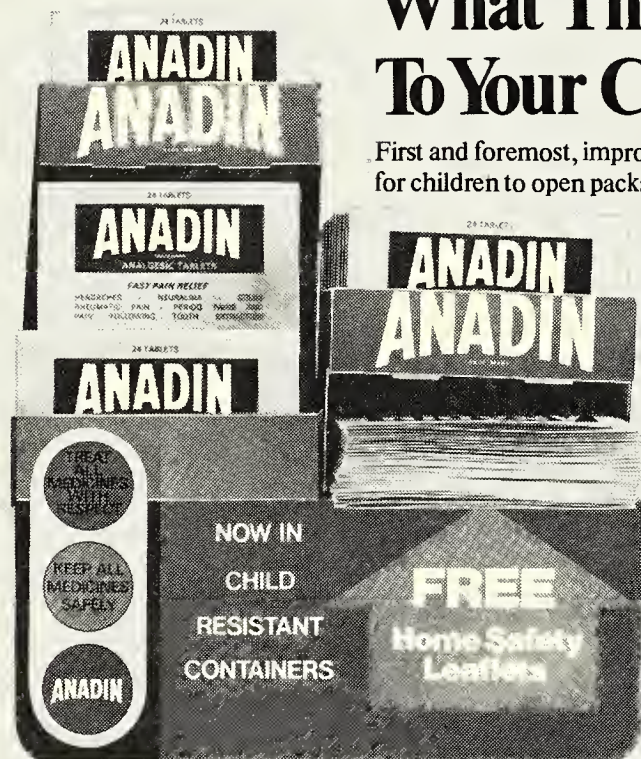
No matter what steps have been taken in the past, nothing has influenced prescribing costs for any length of time. It may be, in fact, that one way of achieving the object might be to abolish prescription charges altogether, so that neither patient nor doctor would be influenced by the cost to the patient. For in spite of exemptions from payment of the levy, there are still considerable numbers who find the charges worrying.

The suggestion is also made that the pharmacist should be able to monitor treatment and adverse reactions for doctors when prescriptions are being repeated. Much of what is being put forward could only be possible under a system of integration of the different services, and little progress has been made in that direction over the past thirty years. Under present circumstances the medical profession may take offence.

YOUR CUSTOMER AND CHILD RESISTANT CONTAINERS.

What This Legislation Means To Your Customer.

First and foremost, improved safety in use. It will now be much more difficult, if not impossible, for children to open packs of proprietary analgesics. However, in the transition phase some of your customers – especially the aged and infirm – may experience some difficulty in opening these packs for the first time. As a service to this sector of the community, I C C have designed special demonstration units to enable you and your staff to show your customers how to open the new packs. These units, together with helpful leaflets providing additional information, and home safety hints are available from I C C. Please see your representative, he will be delighted to help you.



What New Government Legislation Means To You.

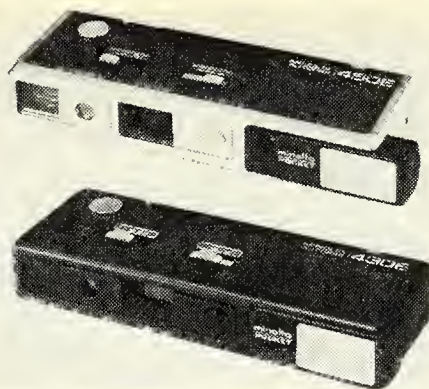
Parliament has recently agreed that the regulations contained in the Medicines (Child Safety) Regulations 1975 (S.I. 1975 No 2000) should apply to analgesics packed for retail sale. This means that from December 1977 all analgesics must be sold in child resistant containers of approved design. 'Anadin'* tablets are now available in such containers. The 4, 8, and 24 tablet packs are presented in opaque foil strips and the 50 and 100 tablet drums packaged with 'Pop-lok' closures tested in both the US and UK.

A Special Demonstration Unit From the Makers of 'Anadin'

The 'Anadin' pack range is becoming available in new child resistant containers. These offer important safety benefits to your customers. A range of point of sale material has been developed to announce and explain the introduction of these new packs.



New products



Photographic

Minolta 110s with 'pop-out' flash

Two new 110 cameras have been introduced by Minolta. The common feature on both models is the "pop-out" electronic flash which operates at the touch of a button. The flash switches itself on, a neon signal indicating when it is ready to flash.

The 430E, finished in black (£55.03) has an f5.6/26mm three element glass lens which focuses from 1.5m to infinity with three distance control symbols. There is a metal-blade shutter with a speed of 1/200th of a second and a two-position click stop "sun" and "flash" symbol control. The viewfinder is described as "over-size" and has a red lamp which indicates low light/use flash when the shutter release is slightly depressed and it also "pulsates" when the flash is recycling.

To these features the 450E with satin silver trim (£70.48) offers faster f3.5/26mm Rokkor lens with close focusing capability down to 50cm. The viewfinder has a bright frame with parallax correction, focus setting and close-up lens position indicator. There is a three-position control for sunny, cloudy and flash situations and, when set on flash, the aperture is automatically adjusted by the focusing for correct exposure (Japanese Cameras Ltd, Hempstalls Lane, Newcastle, Staffs).

Cosmetics and toiletries

Revlon Moondrops

Revlon have introduced a Moondrops treatment programme in the form of three skincare products: a bi-phase moisturiser (£2.65) which is a lightweight non-greasy

lotion providing a smooth even base to prolong the life of make-up; a treatment soap (£1.50) which is formulated with almond meal and crushed walnut shell and a deep action cleanser (£1.50) which also contains almond meal (Revlon International Corporation, 86 Brook Street, London W1).

Image from Nivea

Nivea Toiletries have introduced a lotion moisturiser called Image. It is the culmination, says the company, of two and a half years of laboratory development work and will be available in the Harlech area only, from the end of March, where it will be supported by television advertising during its trial. Introductory prices of £0.49 for the 50cc bottle (usually £0.68) and £0.79 for the 110cc bottle (£0.99) will be available (Nivea Toiletries Ltd, Surbiton, Surrey).

Haircare

Shorter Crazy Curl

The latest Crazy Curl styling wand from Clairol is 9in long—5in shorter than the existing model, making it lighter, more portable, versatile and manoeuvrable. Otherwise it has all the features of the longer model: a "ready" indicator dot, built-in heel rest, signal light and a tangle-free swivel cord. Because the Crazy Curl uses steam it can be used on any type of hair. A new feature is a heat-resistant safety sleeve for storage; the wand also has a multi-voltage facility with a self-adjusting element so it can be used any-



where in the world. Clairol are backing the launch with a £150,000 television advertising campaign, beginning April 1 (Bristol Myers Co Ltd, Stamford House, Station Road, Langley, Bucks SL3 6EB).

Prescription specialities

HRF Ayerst injection

Manufacturer Ayerst Laboratories Ltd, Invincible Road, Farnborough, Hants

Description Leutinising hormone/follicle stimulating hormone-releasing hormone (gonadorelin) 100mcg and 500mcg freeze dried, with ampoule of sterile diluent

Indications Diagnosis of pituitary insufficiency

Dosage Routine determination—100mcg; refined determination—25mcg initially to determine threshold of response, adjusted upwards with doses used as high as 500mcg. Administration by intramuscular, intravenous or subcutaneous injection or by infusion in saline or glucose solutions
Side effects Abdominal pain, nausea, headache and increased menstrual bleeding have been reported

Storage At room temperature. Shelf life two years. Use within 24 hours of reconstitution

Packs 100mcg (£6.47, trade) and 500mcg (£14.12) with 2ml diluent

Supply restrictions Available to hospitals and clinics only

Hay fever protection that chemists don't sneeze at

Every pocket-pack of 'Histryl' offers your customers rapid relief and sustained protection from hay fever symptoms.

The 'Histryl' seasonal offer:

- * **Low Outlay** Only £4.00 per outer of 12 charged as 10 (excluding VAT)
- * **High Profit** Retail price of 65p (including VAT) per pocket-pack means a profit of £3.17½ per outer.

Available from your usual wholesaler.

'Histryl' and 'Spansule' are trademarks

SK&F

Smith Kline & French Laboratories Limited,
Welwyn Garden City, Hertfordshire AL7 1EY.

Trade News

Aspro Clear advertises

Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks SL1 4AU, are following up the initial advertising for their product, Aspro Clear, with a further national television burst. The "relatively lightweight" initial Press campaign majoring on the product's effectiveness in treating migraine headaches, has proved "outstandingly successful" and Nicholas say that they are to undertake further Press advertising in the coming months. The company will be running a trade bonus scheme simultaneously.

Kryobulin 1,000 iu size

A 1,000 iu size of Kryobulin highly soluble factor VIII concentrate is available in a hospital pack from Immuno Ltd, Arctic House, Rye Lane, Dunton Green, Sevenoaks, Kent TN14 5HB. The material is reconstituted in 40ml water for injection, provided in the pack together with a venting needle and filter. The existing 500 iu pack is now available in the new highly soluble form for reconstitution with 20ml water for injection. (Prices as per Government contract).

Dibotin SR capsules 25mg

A new strength of Dibotin SR capsules containing 25mg phenformin hydrochloride is available from Winthrop Laboratories, Sterling-Winthrop House, Surbiton-upon-Thames, Surrey KT6 4PH. The capsules (100, £1.96; 1,000, £19.10 trade) are opaque turquoise and colourless.

Fluanxol tablets

All future supplies of Fluanxol tablets from Lundbeck Ltd, 48 Park Street, Luton, Beds LU1 3HS, will be in a see-through package and tablets will be printed in black on one side with a company loggo.

Low dose heparin

Paines & Byrne Ltd, Pabryn Laboratories, 177 Bilton Road, Perivale, Greenford, Middlesex UB6 7HG, have introduced 0.2ml ampoules of 5,000 iu heparin sodium injection BP (10, £3.75 trade).

Offers on Chicco parcels

Two special offers are available on parcels of Chicco bottle sterilising equipment from Thistle Products, 24 Beswick Street, Ancoats, Manchester M4 7HS. A free Sterilsystem (retail value £9.50) is available with a £30 parcel and a free Sterilsystem (retail value £4.75) is available with a £20 parcel.

Nailoid merchandiser

Richards & Appleby Ltd, Gerrard Place, East Gillibrands, Skelmersdale, Lancs WN8 9SU, have introduced a combined stand for their polishes and nail care products. Styled in blue and black it has been designed to show off the range of Nailoid



fashion colours to the best advantage, says the company. Available from the beginning of April with Nailoid product parcels to the value of £65.81.

Canesten cream 50g

A 50g tube of Canesten cream (£3.11 trade) will be introduced on April 4 by Bayer UK Ltd, pharmaceutical division, Haywards Heath, West Sussex RH16 1TP.

Economy Immac

The International Chemical Co Ltd, Chenies Street, London WC1E 7ET, have introduced two economy sizes of Immac, "by popular demand". The two products now contain 95g and have a recommended retail price of £0.82. Additionally the lemon perfume is being introduced into the cream type depilatory. The economy packs will be promoted through the spring and summer months with a national television campaign and Press advertising.

TV support for Curity Snugglers

Colgate-Palmolive Ltd, 76 Oxford Street, London W1A 1EN, are giving Curity Snugglers their "biggest ever advertising boost". Mr S. M. Ford, chairman and managing director, said that in the period leading up to Easter the company will spend £150,000 backing Snugglers with two television commercials.

Morny celebrate the Jubilee

To commemorate the Silver Jubilee year, Lenthic Morny Ltd, 17 Old Bond Street, London W1X 4AY, are introducing an elegant collection of souvenir gifts, including a handseap traveller (£0.60), a talc shaker (£1.25), a bath essence decanter (£1.50) and bath crystals jar (£1.99). A counter display and three tier merchandiser are available.

Dixel's frying pans

British Tissues Ltd, 101 Whitby Road, Slough, Berks, are supporting their Dixel towels by offering a saving of £1 on a nonstick frying pan (worth £3.50). Consumers can apply for the pan by submitting a front panel from Dixel plain or patterned kitchen towels. A 5p off next purchase coupon is flashed on the wrapper also. Until the end of April.

Airwick solid on TV

A new television commercial for Airwick solid from Jeyes UK Ltd, Brunel Way, Thetford, Norfolk, is directed at the London, Midlands, Southern and Anglia areas and will major on the air deodorant properties of Airwick solid. It is available in three fragrances.

Nulon dispenser

Customers now have a chance to try Nulon hand cream before buying. As part of the relaunch programme the sales force



from Reckitt Toiletry Products, Reckitt House, Stoneferry Road, Hull HU8 8DD, is distributing dispensers for use as in-store promotion aids. The dispensers fit on to the large 250ml pack and "tester" labels are attached. Backing the relaunch is a £280,000 campaign in a total of 25 women's magazines.

Butter for Horlicks

From April 1 Beecham Foods, Beecham House, Great West Road, Brentford, Middlesex, are offering a 20p voucher off Country Life English butter for every 1lb promotional pack of Horlicks bought. This represents the first Horlicks promotion since the product was relaunched in January with new advertising and packaging (*C&D*, January 8, p15). Applications are limited to one household and the offer closes on March 31, 1978 (not available in Scotland).

Bronnley's almond oil soaps

Soaps made with almond oil are the latest additions to the range of soaps from H. Bronnley & Co Ltd, 10 Conduit Street, London W1R 0BR. Almond oil was chosen for its non-drying qualities which help to keep the skin soft and supple, and for the rich vitamin E content, says the company. Lanolin is also included. The soaps are triple milled and available in a choice of eight fragrances and colours: English fern, rose geranium, lavender, lemon verbena, clematis, sandalwood, cologne and English juniper (Bronnley's Royal Jubilee soaps were featured in *C&D* February 5, p140).

Remington's big-shave

The Remington Radial mains and rechargeable electric shavers from Sperry Remington Consumer Products, Apex Tower, Malden Road, New Malden, Surrey are to be advertised in the national newspapers. The advertisement has been booked into the *Sun*, *Daily Mirror*, *Daily Mail*, *Daily Express*, *Scottish Daily Express* and the *Daily Record*, with the copy line "The problem beard. Solved. The Remington Radial. The big shave".

Lemon blossom Pears

Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY, have introduced a new lemon blossom fragrance to the A. & F. Pears bath foam range. It joins the two existing variants, original amber and herbal. Discounts are currently being offered on both sizes.

Continued on p410



Marzine^{*} takes a giant step



It would be disastrous if an astronaut got travel sick. That's why N.A.S.A. chose Marzine for the astronauts to take with them on all the Apollo space missions.

Fortunately, we are not all subjected to the rigours of space travel, but Marzine is just as effective for any kind of modern day travel.

So Marzine offers you a display using this exceptional recommendation to stimulate public interest and so boost your sales.

The strong point-of-sale crowner and show-card portraying the astronauts and lunar rover on the moon, will create an attractive eye-catching display for your counter.

Order your stocks now through your Wellcome Representative and take advantage of the extra special bonus offers, together with this exciting display material. You'll be sure to put your sales into orbit.

Marzine Cyclizine tablets B.P. 50mg. *Trade Mark.

The Wellcome Foundation Ltd., Berkhamsted, Herts.



as chosen by NASA for all the Apollo missions

Trade News

Continued from p408

L'Oreal merchandising drive

Following their national television advertising—L'Oreal (Golden Ltd, 18 Bruton Street, London W1A 1BX) are concentrating on a new nationwide merchandising drive, aimed at building sales of Recital in the independent chemist who normally gets supplies via the wholesaler. Until the end of April L'Oreal are planning to give these customers a great deal of personal attention on behalf of the wholesaler by equipping the sales team with pre-packaged units made up of three modules each containing five Recital shades, thus enabling the independent chemist to carry the full range of 15 shades in compact units requiring the minimum of stock investment. There will be a special price offer to the trade, and a trial price of £0.95 for the consumer instead of £1.10. Meanwhile a team of L'Oreal in-store consultants will be spending a week in each of 600 major retail outlets around the country, offering special 25p off coupons to purchasers of new Recital.

4711 information

Cologne Perfumery Ltd, Telford Road, Basingstoke, Hants, are already preparing for large sales of their 4711 original eau de Cologne, together with their Colognettes and the Ice Cologne products, in anticipation of another hot summer. With the accent on useful promotions, the company is also introducing a new 4711 travel set, containing a 30ml watch bottle of eau de Cologne, a 10ml flow-on Ice Cologne and five 4711 Colognettes. The travel set is presented in a plastic case (£1.99), six travel packs are supplied to the trade in a display outer for £7.37. Simultaneously the company is introducing a handbag pack, a small plastic wallet containing a 10ml flow-on Ice Cologne and four Colognettes (£0.69). The consumer saves 20p off the normal price of the products, and the retailer is supplied with a free wicker basket in which to display these packs.

To enlarge the range of Ice Cologne products, 4711 are launching the Ice Cologne mini-spray (£0.99). With a new merchandiser holding 12 mini-sprays the retailer receives 50 Colognettes free. With the complete merchandiser which contains the full range of Ice Cologne products the retailer receives six free mini-sprays.

An addition to the range of 4711 perfumes is 4711 rose which is available in a spray aerosol eau de toilette (£1.25) and a phial of perfume (£0.99). Dealer promotions offering discounts up to 10 per cent are available.

Supersoft on television

Advertising campaigns costing a total of £650,000 will promote the Supersoft range of products from Reckitt Products, Reckitt House, Stoneferry Road, Hull HU8 8DD,

using television, radio and cinema. Supersoft hairspray is using revised versions of the "Napoleon" and "Moonlight becomes you" commercials and there are two new commercials for the shampoo and the conditioner. One features a woman "whose hair is so bad that she hides her head in a paper bag", a psychiatrist advises treatment of the condition with Supersoft shampoo and "all is well". The longest commercial, which runs for 75 seconds, tells the story of "young love almost blighted by the girl's straggly hair. The boyfriend arrives with Supersoft conditioner to avert disaster".

Radio commercials based on similar themes will also be broadcast and the company is sponsoring Radio Luxembourg's Top 30 programme for a year starting early in April. The theme of the whole campaign is summed up, says the company, by the voice-over in the "psychiatrist" commercial—"When your hair feels better so do you".

ICML discounts

Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts, will be offering discounts on Sunpure orange, lemon and lime drinks and the black-currant health drink until May 6. Special discounts are also available to chemists wishing to buy selected Aladdin vacuum flasks, including a 16oz Jubilee flask (£0.79 trade) which will be in white, with the Queen's coat of arms embossed upon it. The manufacturer is only making a limited edition and ICML suggest that chemists should take advantage of the offer while stocks last.

Due to consumer demand Aladdin's Sonnet Jug will be reintroduced at an introductory price and retailers' margins will be increased by an additional 5 per cent. Finally the Concorde range of flasks will be offered with a bonus giving the retailer an average reduction on the buying price of 5 per cent.

Unichem's Easter offers

Members of Unichem Ltd, Crown House, Morden, Surrey, are being offered discounts on seven lines to coincide with the

hoped-for Easter shopping spree. The offer is open from April 12 to 29 and comprises: Arrid extra dry 190g (discount 22½ per cent), Colgate (27½ per cent), Dr Whites size 1 and 2 10s (12½ per cent), Harmony hairspray (20 per cent), Kotex Simplicity 10s size 1 and 2 (12½ per cent), Radox salts (20 per cent), and Wilkinson Sword double edge blades (14 per cent).

Bonus offer

Allen & Hanburys Ltd, Bethnal Green, London E2 6AL. Acriflex, 40 tubes at 9/10th trade price, 80 at 8.5/10th trade price on direct orders from March 28.

Loving Care relaunched

Clairol's Loving Care range of semi-permanent hair colourants by Bristol Myers Co Ltd, Stamford House, Station Road, Langley, Bucks SL3 6EB, have been relaunched in new packaging. The new packs have headshots on the front, showing the effects of each of the nine shades, and of the two silver shades. On the sides of the packs is a detailed explanation of the product benefits (£0.75). There will be a "medium weight" advertising campaign in the women's Press, and display material and trade bonuses will also be offered.

on TV next week

Anadin: All areas
Aspro Clear: All areas
Bic razors: All except U, E, CI
Brobat Bloo: All except E
Clearasil: All except E, M
Elastoplast: All except E
Milton crystals: U
Milgard: M
Orbit: Ln, So, A
Silvikrin: All areas
Sudocrem: Lc
Vosene: All areas

Point of sale material for the "biggest promotion yet seen for instant photography" from Polaroid (UK) Ltd, St Albans, Herts AL1 5PR. Type 88 film now carries a "50p off next purchase" flash. The promotion will receive Press and television support



It's time to think PINK!

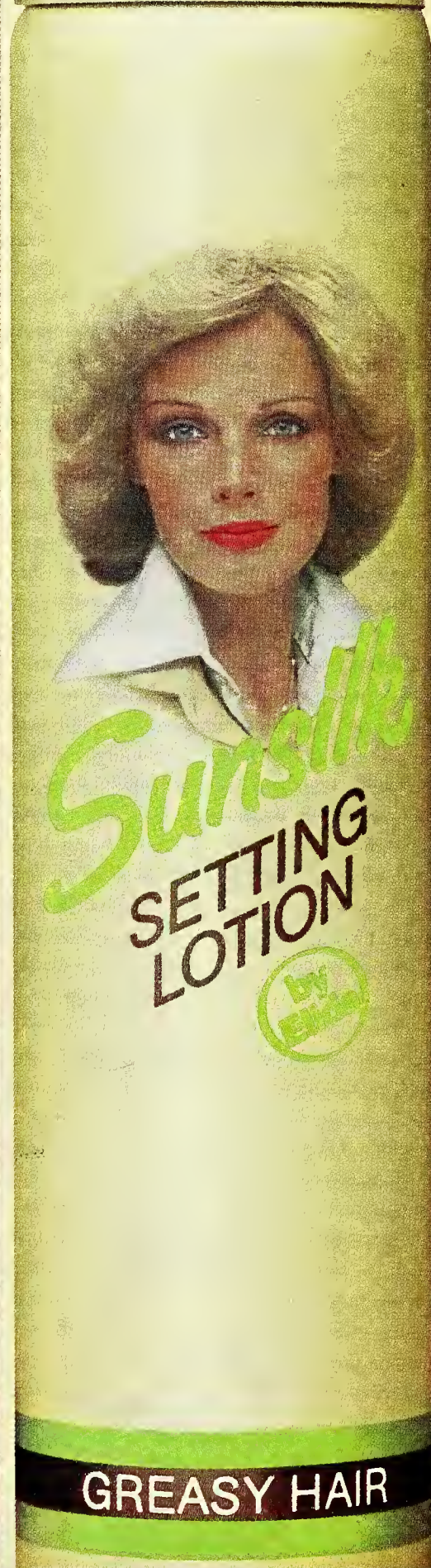
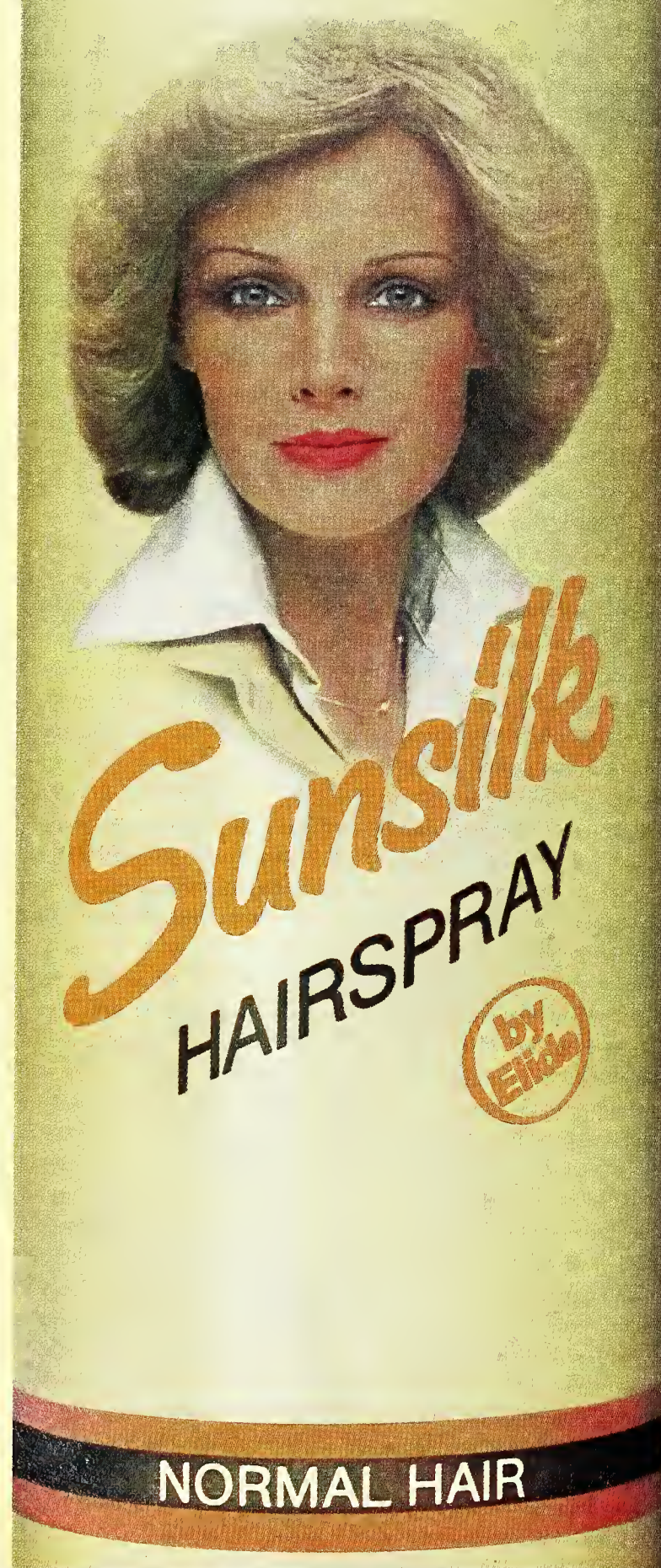
We're not the only ones who are head over heels about Soft & Gentle. Its unique non-sting benefit has been a resounding success with the people who really matter – your customers. So we're widening their choice – and increasing your profit – with a new fragrance. We're thinking pink!

For the launch, we're backing you with a stunning introductory "money-off" offer flashed on pack. And there's a massive £500,000 TV campaign covering the whole range. So stock up on this year's most dynamic range of anti-perspirants. It's good to have profits in the pink.



**Soft
&
Gentle**
Non-sting
anti-perspirant
No sting even after shaving

She's blonde, beautiful, and worth £17 million,
and she's coming to work for you.



The Sunsilk brand has never been worth more, and it's going to become even bigger.

We're spending a record £1½ million on advertising this year.

We've improved Sunsilk Hair Spray and Setting Lotion, already brand leaders in their market.

We've improved the formulations to make Sunsilk more popular and more successful than ever before.

We've improved your opportunity for better sales and profits.

ELIDA GIBBS.
The Brands that mean Business.

Sunsilk



Beauty Business

A C&D SPECIAL SECTION FOR THE PHARMACY ASSISTANT

Carefree feet

There are numerous reasons why people should look after their feet. Surprisingly the most pressing is probably—their faces. The lady who just snarled when you brushed past her and the man rushing down the road with a face like thunder could both be suffering from the same problem—sore feet.

How many times—be truthful—have you snapped at a customer for no apparent reason and then sunk wearily into a chair as soon as she has stormed out of the shop without making a purchase (not too often we hope!). The answer lies (or stands) in your feet.

Imagine yourself taking off your shoes and stockings, wiggling your toes luxuriously and plunging them into a bowl of warm water. Aaaaaah! Carefully wiping them, not forgetting in-between-the-toes, and spraying a light film of powder over them before putting on a fresh pair of tights, standing up and smiling gaily at your next customer . . .

"It's my feet," she says, "I knew I shouldn't have bought these shoes, but they were so pretty and they fitted this morning, but now, oh how they pinch! And I've been walking up and down this perishing street for hours. Honestly I think they're going to fall off. Have you got something to help?"

Comfy?

Comfort is the keynote. Standing all day—whether you are serving customers or offering custom in other shops yourself, you are on your feet, and if they ache it shows. The discomfort of sore feet is reflected in your face, the agony of painful arches comes out in snappishness and eventually wrinkles. Have you for instance ever thought of walking around the world? No, of course not, nobody in their right mind would contemplate such madness—and yet by the time you reach 70 years of age it is more than likely that you will have covered that distance nearly three times over. According to figures released by Scholl (UK) Ltd, people are estimated to walk 70,000 miles at the rate of 18,000 steps a day in an average lifetime.

Leonardo da Vinci referred to the human foot as the "greatest engineering

device in the world", our feet contain 26 bones—one quarter of all the bones in the body—and these are supported by ligaments, muscles and tendons through which run a network of arteries, veins and nerves. So although the feet are constructed firmly enough to allow you to walk, jump, run, hop or dance, anything *that* complicated must have the potential to break down, in time. There are, however, a few sure ways of causing a breakdown in normal foot functions. Nine out of ten people suffer from foot problems, which are no respecters of persons, famous historical personages who suffered with their feet include President Lincoln, who couldn't think when his feet hurt, Napoleon, who didn't fancy Josephine when his corns throbbed, Goebbels, who didn't fancy anybody, Queen Victoria who was never very amused, and Charles de Gaulle who, although definite, was never . . .

Back to nature

These days we subject our feet to unnatural strains—if only we could walk barefoot and rest whenever we felt tired, but no, "civilisation" has changed all that. We have to contend with unyielding city pavements, set working hours and jobs that are hard on the feet. Too-small shoes are very often the culprits. A well-fitting shoe, according to the Good Foot Guide from Scholl, should be half an inch longer than the foot with plenty of room for the toes to move around in, it should fit snugly at the heel and instep with uppers made of soft, supple leather or fabric, and the sole should be as wide as the foot—the widest point being at the first joint of the big toe. Posture is another criminal; the body's weight should be evenly distributed over the feet, bad posture can cause weak feet and ankles and strain the calf muscles.

Badly trimmed nails can also cause a lot of unnecessary aggravation, most toe nails need cutting at least once a month, trim them straight across but not too short. Do not attempt to go round the corners as this can encourage ingrown nails. Rough, dead skin should be removed frequently, and an application of moisturising cream will ensure a good



Courtesy Scholl UK Ltd

massage too. All these points and more are illustrated in the Scholl film, also called "The good foot guide", which although Scholl-sponsored does not contain obvious product advertising.

Scholl round-up

Products from Scholl which are useful, both for you and that poor lady with aching feet, include four footsprays. The foot refresher spray which cools and refreshes legs and feet is designed so that it can be sprayed on to the feet through stockings. The foot deodorant spray has been formulated to stop really bad foot odour—a quick spray first thing in the morning will usually give all-day protection. The Scholl dry antiperspirant spray keeps feet dry and comfortable and also stops odour, while the recently introduced dry powder spray, which contains a deodorant as well as an antiperspirant, leaves a fine film of talcum powder on the feet giving, says the company, "a lovely smooth feeling all day". Scholl's shoe deodoriser spray is the final touch since the warm insides of shoes form ideal breeding grounds, and the spray kills the bacteria and minimises fungal growth.

There are of course a number of products available from Scholl designed to promote foot comfort. The rough skin remover is a cream which removes the dry skin and feeds the young skin underneath (it can also be used on hands and elbows) and for more stubborn areas of hard skin the corn and callous file help remove it "safely and painlessly". Regular use of a depilatory leaves legs smooth and attractive, the leg hair remover is in aerosol form and so is easy and quick to use, but for people who prefer cream, tubes are now available. Sun worshippers especially suffer from dry legs and feet and a regular massage with softening

Continued on p417

PHILIPS REPORT



PHILIPS

Four beautiful ideas from Philips.



HP4118 Lightweight Hair Drier

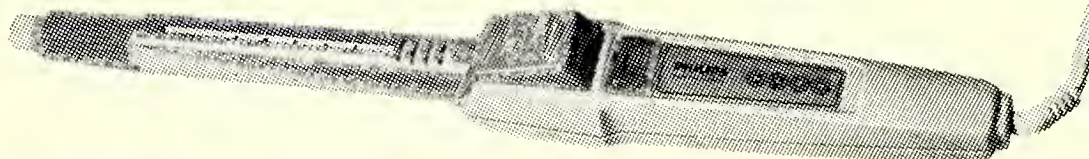
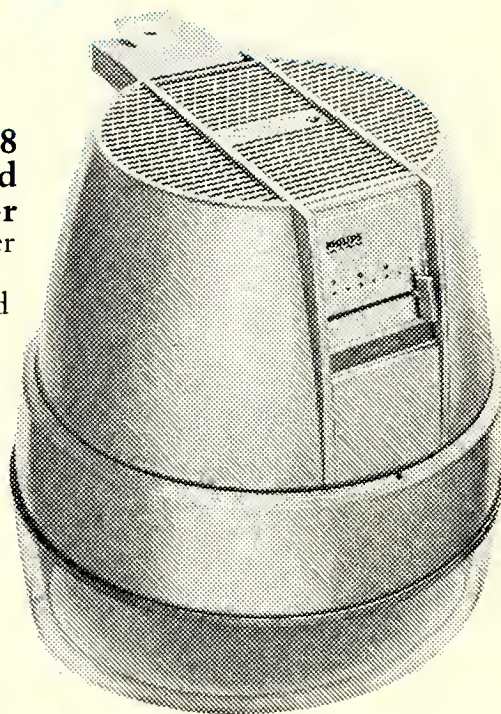
Light and easy to use hand held drier. Ideal for quick drying the hair, or with separate nozzle attached can be used for styling or waving.

A choice of hot or cool air.

HP 4618 'Comfort' Hood Hair Drier

The home hair drier with the professional touch. Extra deep hood ensures even heat all over the head. Easy to adjust temperature control mounted on the front of the hood.

Can be stand or wall mounted.



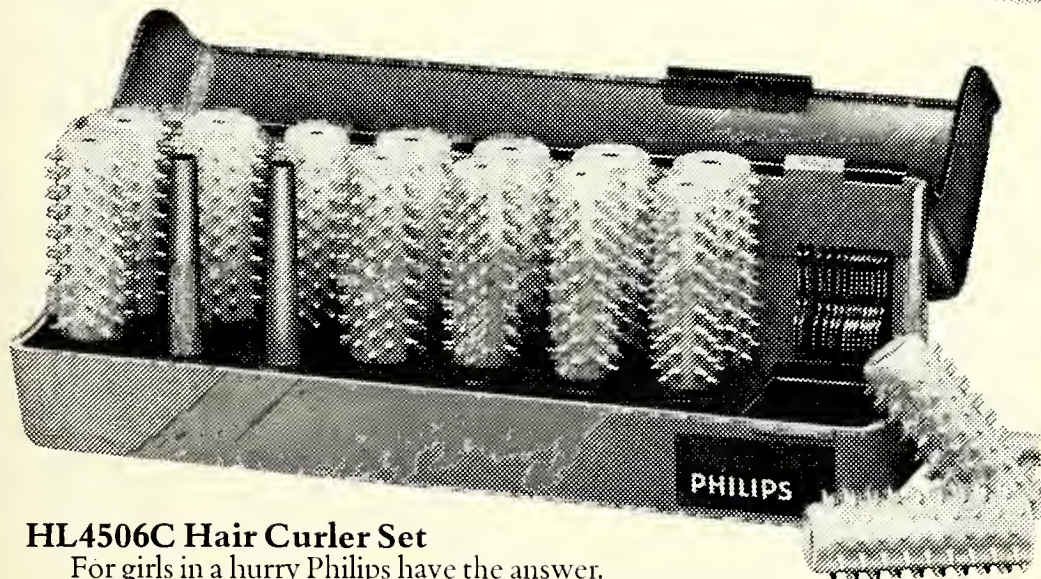
HP 4171 Hair Styling Tongs

The Philips styling tongs give your customer just the style she wants.

Automatic temperature control with red indicator spot which lights when ready to use.

Each curl can be dampened at the press of a button.

Mains cord is swivel mounted for tangle-free use.



HL4506C Hair Curler Set

For girls in a hurry Philips have the answer. 14 hair curlers that heat up automatically. There are three different size rollers which fit any of the heating rods, to give tight medium or loose curls.

Clips and extra rollers are included.



Simply years ahead.

Now we're really in the spotlight.

Since its re-launch last summer Swiss Bio-Facial has really taken off in the acne market. It's now number 2 with more than twice the share by value of its nearest competitor.

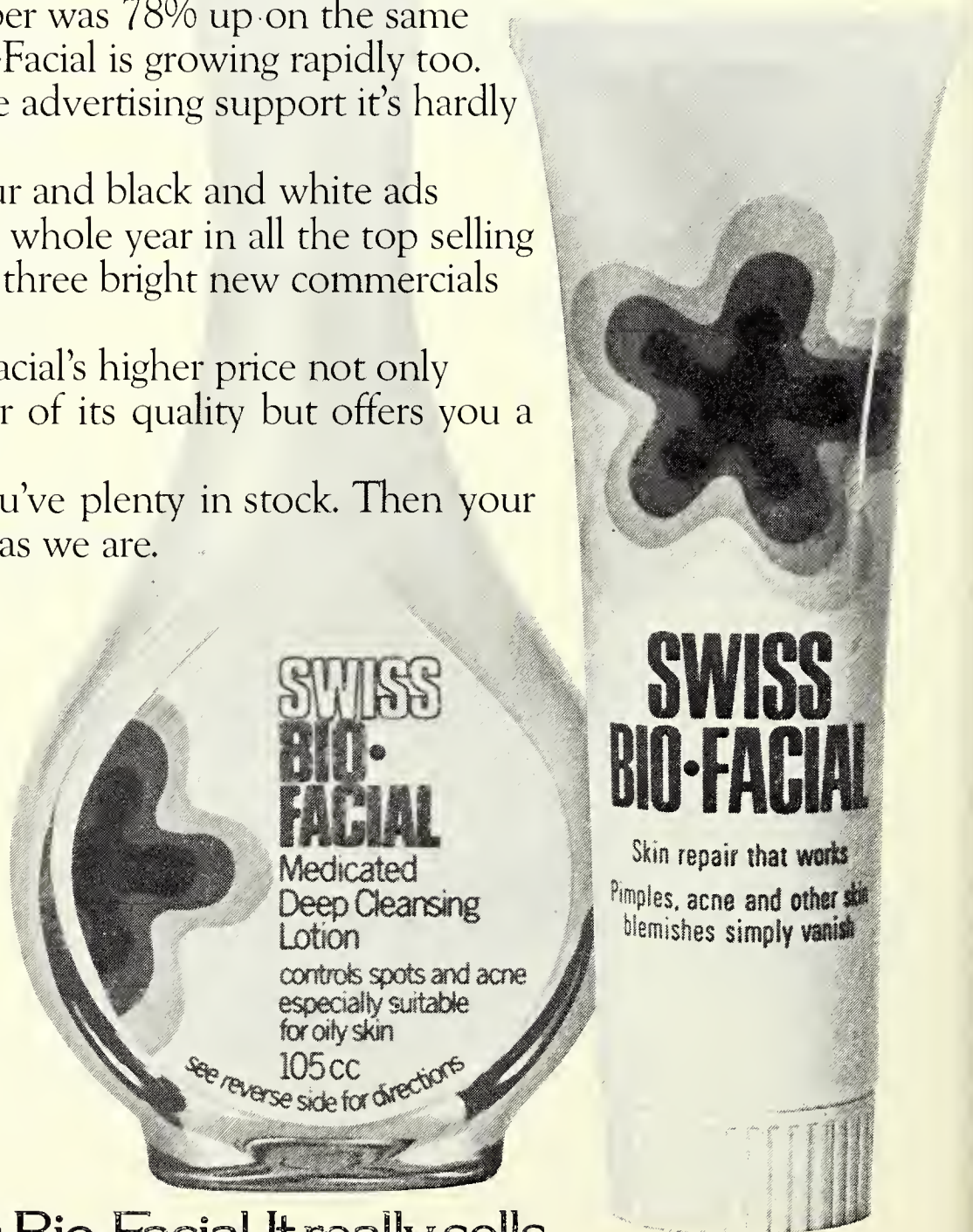
In the rapidly growing market for acne products, where the value of sales in November and December was 78% up on the same period in '75, Swiss Bio-Facial is growing rapidly too.

With our massive advertising support it's hardly surprising.

We've both colour and black and white ads running throughout the whole year in all the top selling teenage magazines. Plus three bright new commercials on radio.

And Swiss Bio-Facial's higher price not only reassures your customer of its quality but offers you a bigger margin for profit.

So make sure you've plenty in stock. Then your profits will grow as fast as we are.



Swiss Bio-Facial. It really sells.

Chefaro Proprietaries Ltd., Crown House, London Road, Morden, Surrey SM4 5DZ.

Carefree feet

Continued from p414

lotion, containing cocoa butter and allantoin to help keep the moisture in the skin. The company is planning a £300,000 promotional budget to advertise the foot-sprays and rough skin remover in 1977. Advertisements for the footsprays will appear in women's magazines throughout the peak summer months until September and to support these a floor dumper display bin will be made available. The rough skin remover will be supported by full- and half-page colour advertisements in women's magazines from April until the end of August, and a counter display unit has been designed which will hold three dozen products.

If everyone visited their doctors at the first sign of a cold the NHS would probably collapse! Similarly, because the chiropody service is estimated to be 50 per cent undermanned, chiropodists could never cope if all people suffering from aching feet turned to them for advice. Fortunately many turn to their pharmacist with a view to helping themselves. There are many Scholl products available which you can recommend for alleviating the discomfort of many of the more common foot problems: medicated corn and callous pads, flesh tinted Zino pads, moleskin etc. However please do not recommend home treatment of corns and callouses to people who are diabetic as they are more prone to infection, and do urge customers to employ the correct products for removing corns and callouses—not to use razor blades or bread knives. It sounds obvious, but you would probably be amazed to learn just how many people do attack themselves with these unsuitable implements, hurting themselves seriously in the process. And then of course there are the sandals. Scholl report that a clinical test carried out at the Northwick Park Hospital and

Clinical Research Centre indicates that exercise sandals "have a beneficial effect in facilitating the leg blood flow and may delay the development of varicose problems in some patients". The medical team responsible has stated that walking in exercise sandals appears to simulate walking barefoot and is clearly beneficial, presumably, they conclude, by enhancing the effective muscle action and thus reducing venous pressures. The company now offers numerous styles which are available for sale through chemists, at prices ranging from £6.49 to £8.49, in both wedge and flat designs and a variety of colours.

Newcomers

Wilkinson Sword are fairly new entrants into the exercise sandal field. They have concluded a trading relationship with Wosana of Germany giving them the marketing, selling and distribution rights for the Homy Ped range. These sandals are said to be brand leaders in Germany, achieving this position thanks to a wide and fashionable range, packaging and good impact at point of sale. The company has repeated this formula in other countries and says that the most notable success so far has been in Australia. The 1977 range, which has been modified to align the products to the UK market, consists of ten designs, mostly wedged, in sizes from 3-7 and at prices from £7.45 to £10.95. The company will be backing the sandals with in-store merchandisers, window display units, door stickers, floor mats and carry-home bags, all featuring the distinctive logo.

Keep fresh

The choice of foot care products is, of course, wide. Odor Eaters, the latex insoles with embedded charcoal, are said to eliminate foot odour and control foot perspiration. They were launched in the UK about eighteen months ago and Coombe International say that they now have 36 per cent of the insole market. For ease in selection and to avoid annoying out-of-stock situations Odor Eaters come in one size—users simply trim the soles with scissors using the guide stamped on one side. The pumping action which occurs whenever a step is taken compresses the latex cushion and forces air through the perforations. The air flow cools and ventilates the feet, the latex activated charcoal picks up perspiration and the unpleasant odours on its highly porous surface, thus trapping and removing the odours continually.

The company guarantees the product for three months, and suggests two tests to demonstrate its effectiveness. One is to open a bottle of household ammonia, smell it and then pour a few drops on to an Odor Eater insole. After waiting five minutes, sniff the insole and see if you can detect any ammonia odour. The second test is to put one insole into only one shoe for two or three days. Tests carried out by the company indicate that wearers felt a comfortable softness in the shoe with the insole and their feet and socks stayed practically dry with virtually no odour.

Pretty Feet by Scott & Bowne "clears away old skin and smooths new" and

Beauty Shave from Jackel helps keep those hairy leg blues at bay. Germolene medicated footspray from Beecham is currently being offered with 25 per cent extra in each pack, which the company says gives added value both to customers and to displays—they are planning an advertising campaign to run from June to September.

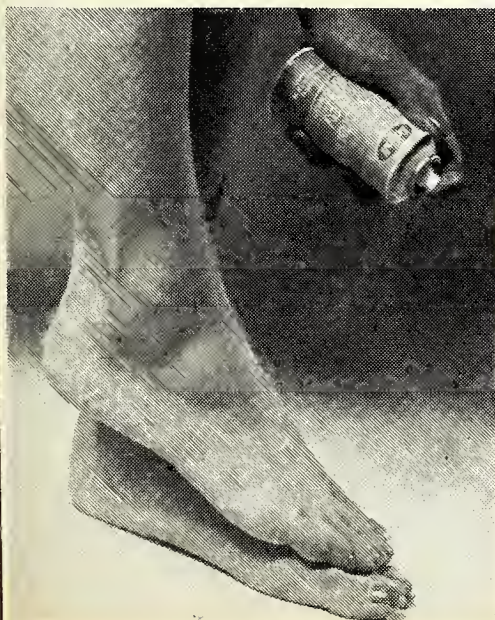
The Optrex product, In Step, has recently had its promotional policy changed. The company feels that since the product's launch two years ago it has been firmly installed in this expanding market and hopes to make further inroads this year. For the 1977 summer season a major part of the "above-the-line" advertising expenditure (that is to say media advertising) has been shifted into more aggressive promotional activity "below-the-line" (this usually means promotions, competitions and so forth) but plans have not yet been finalised. The company feels that the communication opportunities offered by the Press medium now outweigh television's apparent benefits.

'Immediate relief'

A newcomer to the foot care market is the chiropody sponge from Newton's Laboratories. This is said to give "immediate relief" from corns, callouses and hard skin—the most common of all foot complaints. Newtons have test-marketed this product in the UK and their literature provides numerous quotes from the "hundreds" of enthusiastic letters of commendation—"I haven't had such good feet in years", "... product is sound and honest ... does all it says it does", "I am 84 and can walk a lot better", "my feet are now like someone else's" etc, etc. Enthusiastic letters aside, the company says that what sets its product apart from others is that it is used in conjunction with soap whose lubricating effect will rub the corn or callous gently away and leave the skin smooth. The soap is said to prevent damage to the surrounding soft skin. The chiropody sponge "works in minutes" and lasts for three months. Until the end of May there is a 12 for 11 bonus for the retailer. Advertising will be appearing in the *Sun*, *Daily Mirror*, *Daily Express*, *People*, *Sunday Mirror*, *Daily Record*, *Sunday Post* and *TV Times* from April onwards.

On a personal note may I suggest that you use this sponge just before getting out of the bath as little bits do tend to fall off, very little bits, but it still feels as if you're sitting in a tub of ground glass—otherwise, no complaints!

Just as it is arguable whether or not the shock tactics employed by television advertising urging people to wear safety belts or stop smoking were really effective, it is felt that forbidding people to wear unsuitable shoes or showing them horrific pictures of mangled feet, distorted toes and the generally hideous results of maltreatment is not the way to persuade them to be sensible in their choice of footwear and daily foot care. What is needed is gentle persuasion, a gradual and perhaps even insidious programme of foot education. And of-course any informed advice obtained in the pharmacy will always be welcomed by the customer.





HE
P MONTHLY

WOMAN'S OWN
BRITAIN'S TOP SELLING WEEKLY FOR WOMEN FEBRUARY 12th 1977 12p
LIKE TO MEET A GHOST?
WOMAN'S OWN CASH-INS Save up to £22 on our dresses and bod frames
We take you inside THE PLACE

Woman's Journal
KATIE STEWART KNOWS WHAT ENTERTAINING'S ALL ABOUT Join her in our SUPER SPECIAL!
MARCH 1977

Woman's Realm
9p
BARGAIN OF THE YEAR
Dress

Woman and Home
30p
COVER KNITS more inside
MONEY-ACE

19
BEGINS THIS MONTH
High-Fashion Looks From Low-Budget Ideas
THE BRIGHT, NEW SHOPS WITH EXCITING, NEW DESIGNS!
Your Month-By-Month PASSION PROSPECTS FOR '77!
ROD STEWART At Home With His Lady
PLUS! Pull-Out Cook's Wall-Chart

cosmopolitan
March 1977 • 35p
So You Think You Can Win a Honda Car
The World is Full of

money
25p
WORLDLY SUCCESS: have you got what it takes? do you want what it brings?
HOW OFTEN DOES THE MAN YOU LOVE IN PRIVATE BRIFY YOU?

VO
MAR 1 60p
the best of ever
international fashion & beauty
who's who and who are

You'll find Wella is in all the right places.

Yes, *all* the right places. All the right women's magazines. And all the right High Street shops. You *still* won't find Wella in grocer's shops, of any size. Our advertising and promotion budgets are at an all-

time high reflecting our confidence in the future. Ours, and yours. All our advertising stresses the very real value for money that Wella products represent. And that's the story that will sell today. Be ready.



WELLA we know about hair

From Wella, the hair colour you
can use at home...
with confidence



Any suntan product sells on days like this.



Only Bergasol sells on days like this as well.



Bergasol is the only suntan product that works effectively on partly sunny days.

And it isn't a tint or a dye. It contains Bergamot oil which actually accelerates the natural tanning effect of the sun as well as cutting down the effect of harmful burning rays.

That's why Bergasol is so successful.

Last year Bergasol sales trebled, making it the number two brand in this market.

Bergasol is only available in chemists and selected department stores.

Where, last year, most stockists discovered that it outsold all other brands.

And because Bergasol isn't cheap, about £2.75 a bottle, it's much more profitable.

This year we're spending £300,000 including a new TV campaign, to make sure Bergasol's success grows even bigger.

To get a Bergasol display parcel, containing 25 packs, just ring up your local wholesaler.

So as well as making money while the sun shines, you'll also make money when the sun partially shines.



Bergasol. Makes the British sun work like the Mediterranean sun.

AVAILABLE IN THE U.K. AND THE REPUBLIC OF IRELAND



Winning ways with windows

Just as the past-time of many people is to window shop, so the art of window selling can be a lucrative hobby. Many of those window shoppers are attracted to make impulse buys by clever window selling so any time and effort put into making windows cost effective is well spent. A big store like Selfridges, for instance, needs to ensure that every square inch of their window displays attracts a commensurate amount of sales, and this is true of all windows whether they are gracing the front of Harrods or of the local chemist.

It is up to the retailer to make the best of his windows and attract the eyes of those passers-by. He must want to put more than goods and display material into his windows before he can get anything out of them in terms of increased profits. The addition of a little (only a little) extra time and thought can make all the difference between a cluttered, dusty, fusty, musty mess and an eye-catching mid-stride stopper. The dresser doesn't have to be a Leonardo or a Warhol to be able to make the best of windows—all that is needed is to follow a few simple rules. Before we look at the rules, it should be borne in mind that each retailer usually understands his individual problems better than any manufacturer; remembering too, that although display does sell, its usefulness is diminished if it is not keyed to the locality, the space available, range of products carried, seasons of the year and other local factors up to and including the profit margins on the goods involved.

Keep it simple

C&D spoke to Bill Hawley, senior display manager for Yardley, who suggested that "a little and often" might be the theme for window dressing. Keep it simple, he suggests, keep it clean and change it frequently. The latter suggestion won't be so much of a chore if the important rule of simplicity is remembered. The fewer objects in the window, the more impact they will make and the easier it will be to change. And the more frequent and dramatic the change, the more it will be noticed.

Alan Clark, another fashion display manager to whom we talked, said that the main problem with which independent chemists are faced is the excess of display material supplied by the manufacturers. Therefore one of the few indispensable talents needed on the part of the retailer is the ability to discriminate. Try to keep a theme running through the window display suggests Mr Clark (not such a silly suggestion—anything moving in the window is certain to attract the eye!). For instance, it might be a good

idea to feature a different cosmetic house every three weeks or so. Not only will this advise customers of the stock carried but if a keen enough interest is shown the houses themselves will be eager to advise or even help with the display.

Other thematic ideas from our advisers include those of season (coughs and colds in winter, sun tans in summer etc) and those of colour. The major fashion colour this spring is green and it's surprising how many products are green—green bottles, green boxes, green toothbrushes or green soaps. It would therefore be a relatively simple operation to make up a "green" window for a few weeks. And if followed with the other popular spring colour, red, it'll be bound to create an impact—nothing is more certain to attract the eye than a well-disciplined all-red window.

Gentlemen—the Queen

Another obvious theme at the moment of course is occasioned by the Queen's Silver Jubilee, and retailers who are feeling patriotic can go along to this year's Intershop exhibition at Olympia, London, between May 1 and 4 to see the latest in Silver Jubilee displays. One idea is to grace windows with a few pots and plants, and there are many attractive plastic plants around these days. One company which specialises in them, Chorley Floral Products (Uxbridge) Ltd, Bedford Way, Belmont Road, Uxbridge, Middlesex, has produced some special Jubilee displays—including a large full-colour portrait of the Queen in a blue satin frame trimmed with a crescent of red roses and blue ribbons with white and silver leaves, and a free-standing tree of red, white and blue ostrich feathers or a large spray of red carnations, blue iris, white marguerites and silver fern leaves. Greenfingers of London



will also be presenting a selection from their range of imitation plants at the Intershop exhibition.

Discipline is a basic rule to good window dressing. Discipline, product grouping and effective build-up—never display products all on one level, pyramids are especially psychologically effective. White wire cages which can be built up with shelves and platforms form a really effective base for displays. That base will lose most of its impact however, if it is sitting on any old scrap of wall-paper or the wrapping paper from a 1965 Christmas present. The simplest and most effective covering for the base of a window is felt, which is relatively cheap and so can be colour matched to the theme of the moment. Boxes covered in felt of the same colour can also be used instead of wire cages, and in this case, as in many others, a staple gun is a window dresser's best friend. Copydex Ltd, 1 Torquay Street, Harrow Road, London W2 5EL, market three guns which fire staples into almost any surface, within reason. Perspex or glass shelves tend to get dusty or scratched, and cleanliness is next to saleability in this game. Offcuts of material could also be used, so it might be a good idea to make a friend of your local draper (a bottle of aftershave for a couple of yards?).

Another important precept is to dispose of out-of-date display material. A good idea might be to "pick a promotion a week". Start one in the window, with a reminder on the counter, moving it in-store the following week with perhaps a counter unit and dumpbin and replacing it in the window with the next promotion, and so on.

Double display

Open-backed windows, which allow passers-by to see right through into the shop, offer a double display opportunity that can easily be wasted. The backs of display cards and boxes are usually blank so people leaving will be faced with a wall of white card. Back display cards up, use them twice and so use windows twice—for people coming in and those going out. Do remember also the space between the top of the fixtures and the ceiling. Imaginatively used it can attract a lot of attention from people waiting for prescriptions.

Good lighting is very important in the window. Fluorescent tubes tend to deaden and discolour product packaging. The ideal type of lighting would be from a couple of judiciously placed spotlights; it is true that they cost a little extra but are worth the investment.

Window selling

Cluttered windows don't help to sell at all. Let the merchandise sell itself, don't overcrowd it with bits and pieces. Remember too that a good window display is no use at all if the window itself is dirty (make another friend of the window cleaner). Don't allow pots and potions to stay in the window long enough to fade, take them out before they blow up!

Think small, keep it simple, clean and uncluttered, don't hoard and above all, be individual, say the experts.

Carry on slimming

After all the "anti" publicity of recent years, C&D felt entitled to ask of slimming product manufacturers: "Has the bottom fallen out of your market". The answer we received can be summed up as: "Certainly it has—just as those pigs have finally taken to the air!"

Let's face it—women will always be women and they will aspire to be slim, to try to achieve the "ideal" state which the media is always telling them is the yellow brick road to a happy and fulfilled life. Their problem is to try to reconcile this bid for beauty and desirability with a love of good food, and perhaps of good wine too. And so what better way to do this than by using slimming foods, in conjunction of course with a reasonable calorie check? If slimming products suffered a set back from bad Press three or four years ago (and there really is little doubt that they did) then they are certainly beginning that long haul back up the ladder now—usually after much re-shaping as a result of a soul and market searching re-think.

Slender outlook

For example, a product that escaped most of the more severe criticism by being launched only after the first furore had died down is Slender, which the Carnation Food Co Ltd claims is "breaking all records". Slender is typical of the renewed generation of slimming foods because it is a meal replacement, and underlining the company's continuing commitment and optimism in the product is the fact that last December they stopped importing it from the States and started manufacturing it in Britain. Their break away from the traditional advertising timetable for slimming foods was a gamble which also pointed to their belief in this product, and was one which seems to have paid off. Carnation decided to go against dietary tradition for two years running by launching major mid-winter advertising campaigns and they say that the results are "phenomenal". In fact, they add that this year sales are so good that they are having to work overtime to keep up with demand.

Tony Patterson, group marketing manager for Carnation, believes that "the secret behind this post-Christmas success probably lies with those of us who over-indulge during the Christmas festivities and want to take off a few pounds. However, our main campaign, aimed at the serious slimmer, continues to be in the spring, and we are planning another large television advertising burst this year which will of course star Margi again". Margi is Margi Campi, the actress so many people associate with Slender

because the company has used her consistently in its advertisements since the product was launched two years ago. "The problem with our recent winter advertising is that, not being accepted as the 'season' for slimming many retailers under-ordered in January and as a consequence missed out on the consumer response to the early weeks of the campaign. Even now we have been overwhelmed by the sales response in February and we are now being kept busy trying to build up stocks again for the spring campaign".

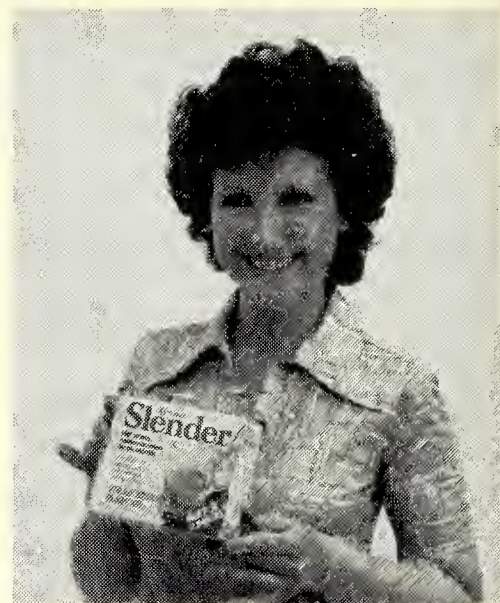
An innovation that we noticed on shelf barkers introduced to some chemists was the suggestion that Slender be used hot, so that it is "always the slimming season" for users.

In response to our original question therefore, Tony Patterson commented: "The bottom has certainly not fallen out of the Slender market. On the contrary sales of Slender in February were 30 per cent up on our previous record month which was April of last year, and April is traditionally the peak selling month for slimming products. We are confident that this pattern of growth will continue and we expect that our turnover will increase by 25 to 30 per cent this year".

Simbix news

Another replacement meal is Meal-in-a-glass from Simbix. This is a "tasty meal replacement that takes the drudgery and hard work out of slimming". Available in three flavours, when mixed with a third of a pint of milk it amounts to 235 calories and "gives the equivalent of a nutritious meal". The principal food constituent is dried skimmed milk which is rich in protein. It also has the right amount of vitamins and minerals for body needs. Each sachet of Meal-in-a-glass, says the company, has as much protein as 2oz of prime steak, as much vitamin C as half an orange and as much iron as "a helping of spinach", but the meal is easier to prepare. The company also recommends the product for elderly people or convalescents. Also offered is a variety of sweet or savoury biscuits for slimmers. Other products include Trihexitin—a weight reducing plan consisting of capsules and three diet programmes for fast, regular or gradual weight loss. It is said that the capsules taken before meal times help reduce the desire to eat. The 14-day Slimming Plan also includes tablets to help reduce the appetite and Pastils 808 are lemon-flavoured pastilles for the same purpose.

The company provides a number of sugar replacement products too—Sucron, which is sugar coated with saccharin making it four times as sweet so that



only a quarter as much is required, Sucron sachets, Demerara, and mini lumps in pocket dispensers.

Sweetex tooth

Also in this branch of the market of course is Sweetex, for which a 40 per cent brand share is claimed. Commented Graham Gilbert, marketing manager for Crookes Anestan: "As with most of the slimming market sweeteners went into decline from the end of 1974 but for the rather different reason that sugar was once again readily available. Real growth has now been resumed and sweeteners do offer health and economic advantages, both of which are now increasingly important". Using a sweetener is, the company believes, one of the easier parts of dieting and gives an appreciable daily saving in calories. Sweetex offers a choice of four tablet packs—tubes of 200, 500 and 950 and packets of 2,000—and the range also includes Sweetex saccharin solution, a concentrated sweetening agent for all forms of cooking, and Sweetex powder. 1976 saw the formation of the Sweetex Slimmers Advisory Bureau which gives advice to consumers on the ways to use Sweetex in their diets.

Buoyant Saxin

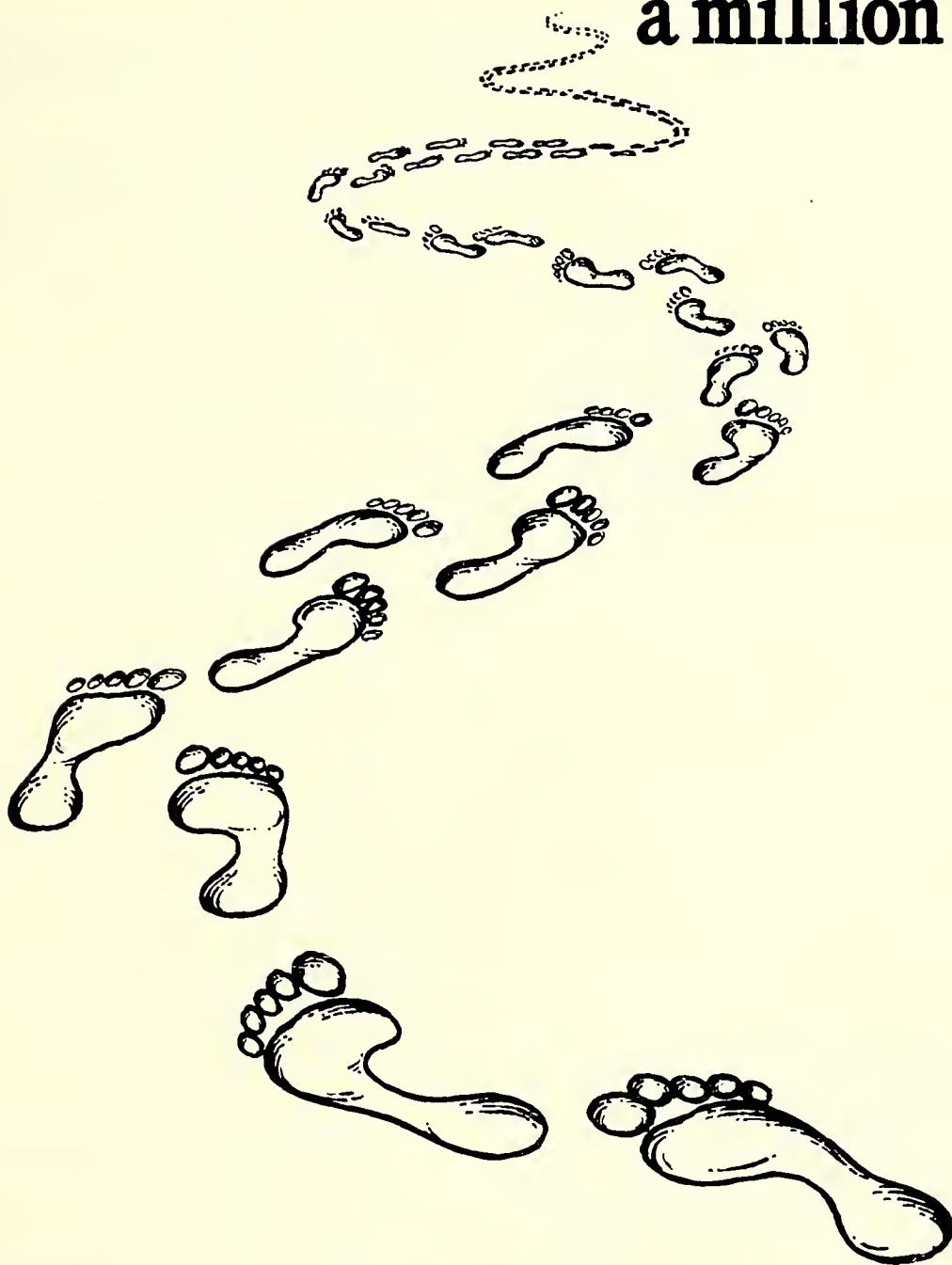
A spokesman for the product, Saxin, told us that, no, he didn't think the bottom was falling out of their market. On the contrary sales this year have been on the increase, and this rise started even before the latest advertising broke. A new pack design and new point of sale material have excited the consumer's interest, and the clever copy line in the advertisements which have been appearing in the national Press is bound to attract attention as being witty and to the point—"Never stir without Saxin".

Choose a Kousa!

A product which claims to offer a health advantage is Kousa Naturally Light. It could be said that it is successful on two grounds—it carries the almost magic selling message "natural" which so many people go for these days, so it can be purchased either as a meal replacement as part of a diet, or as a "natural" health

Continued on p425

**Which product
is leading by
a million feet?**



That's right, Odor-Eaters.

Last year over a million more feet used Odor-Eaters than any other product in the entire foot deodorant market. And now Odor-Eaters outsell their nearest rival's brands put together.

Why? Because Odor-Eaters have 'activated charcoal', the only ingredient guaranteed to work for three months. And a hard hitting, year-through advertising campaign on TV.

With a product that really works and advertising that's proved it works, 1977 will be a great year for you to profit from Odor-Eaters.



Are you stocking enough?

Complexion protection



Facts are facts. And there's no denying that Cidal's cleansing properties are tried and proven. You know it and more important, so do your customers.

As a weapon for hygiene, Irgasan medication puts Cidal in the fore-front. Within four days' normal use, the skin is cleared of virtually all bacteria. And as a soap, Cidal is gentle, producing a soft, rich lather with a light, new fragrance.

Facts are facts.

To help you we have planned an extensive national press and radio advertising campaign, and we are including a display box in each pack. Order yours now!



for young,
healthy skins

Cidal Products, P.O. Box 4,
Liverpool L26 6AE

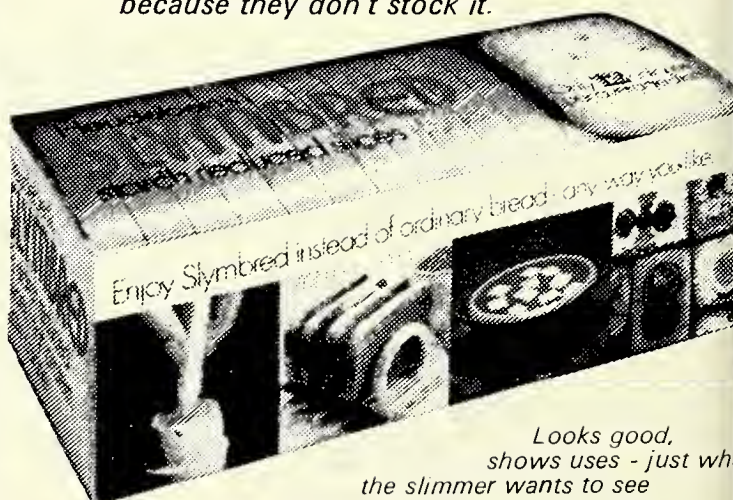
Far and away the best bread for slimmers is Heudebert's Slymbred

6 WAYS
BETTER

- 1 Only 12 calories per slice less than half any other bread substitute
- 2 42% protein
- 3 Stays fresh indefinitely
- 4 It's dietary-versatile... eat it crisp as it comes, like bread with butter, toast it, fry it, or use it with jam and cream as cake!
- 5 Contains nothing but wheat gluten flour, yeast and salt
- 6 Appetizing packaging

**SOME
CHEMISTS
STOCK IT -
THEY SELL IT!**

*Others can't sell it -
because they don't stock it.*



*Looks good,
shows uses - just what
the slimmer wants to see*

Retail 25p White or Brown £2.40 doz
Distributed by
SHIRE HALL White House Chambers
Spalding PE11 2AL Tel: Spalding (0775) 6111
A product of Blakey's Food Co. Ltd. Nottingham

Carry on slimming

Continued from p422

food. A spokesman for Milupa commented that so far as they were concerned the bottom had not fallen out of the market, although it had taken a heavy knock. He feels that Kousa has a loyal following among consumers that will continue. The company keeps the working woman very much in mind when designing diets built around their product. They recommend an "office diet" which consists of careful calorie counting at breakfast and dinner and a bowl of Kousa and water for lunch, and a "nibbling diet" designed more for the woman at home who can't resist the call of the fridge.

Kousa Naturally Light is made from whole wheat, whole milk yoghurt and fruit, fortified with vitamins. Each 50g sachet contains less than 200 calories, so that if only half the sachet is eaten, less than 100 calories are consumed. There are seven flavours available—apple, banana, blackcurrant, lemon, mixed fruit, orange and pear.

Rational eating

Relative newcomers to the slimming market are low calorie soups, which appear to be a very successful idea. Says Mr Banks of Heinz; "We have been very encouraged by our sales of low calorie products". He did add however that he supposed it was an arguable point whether Heinz were actually in the slimming market or just offering low calorie editions of their normal products.

That there has been a decline in the market is certain, but he feels that this drop has been in certain areas only, and that consumers in general are becoming better educated about slimming matters and tend to adjust their eating habits into a more rational pattern, rather than crash-diet. There are now eight varieties of the low calorie soups available, beef and mushroom, Scotch broth, tomato, chicken, mushroom, oxtail, chicken with vegetables and vegetable and beef, and Heinz feel that low calorie soups have brought "taste, warmth and variety to previously boring diets". The soups packed in 10oz single portion cans (slimming tends to be a lonely business) offer at least a 50 per cent calorie reduction against the corresponding Heinz ready-to-serve varieties.

The company also offer slimmers a range of calorie controlled meals. These are chicken with vegetables in supreme sauce, steak and kidney with vegetable and gravy, beef curry with vegetables and braised steak with vegetable. They contain such unlikely ingredients as potato, cream and sherry, and so Heinz again believe that they will make life much more enjoyable for the calorie counter. The damage done by each 10oz single-

serve can is controlled to under 350 calories—achieved as a result of the recipe formulation itself and the strictest quality control in manufacture with only low fat meat being used. Heinz also add iron, vitamins B1 and B2, and niacin.

Slim Disks

Slim Disks are a product from E. C. De Witt & Co Ltd which promise "fatter profits". They come in a choice of flavours and pack sizes, fruit flavour, 30 or 100 tablets, chocolate flavour, 30 tablets and Slim Disks for Men, 42 tablets. The company describes Slim Disks as "pleasant tasting tablets that make slimming successful by helping to control the appetite".

Ayds—the ten-year-olds

Ayds is a product for which the market's demise seems as far away as ever. Mr McQuillan, marketing manager for Cuticura told C&D that although there has been a fairly steady decline in unit terms over the years, this has been true of a broad spectrum of products, not only those in the slimming area, and that Ayds themselves are not suffering as a brand. In this new season, he continued, they are even having trouble keeping production up with demand—they are "just about keeping pace". Confirming this belief in their product they are continuing to back it with heavy promotional support, they have recently wound up a television campaign costing £100,000.

Cuticura is also proud to say that this year they are celebrating their tenth successful year in the slimming market. Since a number of slimming products are relatively short lived, the company feels that this is a very significant achievement for Ayds.

Ayds are described as "physiologic appetite regulators"; they contain neither "drugs" nor "filler" substances but are pleasant-tasting cubes to be chewed, one or two at a time, half an hour before each meal. Ayds contain liquid glucose plus vitamins and minerals and are designed to raise the blood sugar level—there is evidence to suggest that people feel less hungry when they have a high blood sugar level, so the effect of taking Ayds is to reduce the amount eaten at a meal. Thus they may be used as a helpful ancillary by persons trying to adhere to a reducing diet of whatever kind.

Limmits

Preposterous! responded Mr McCarten of Unicliffe Ltd, manufacturers of Limmits, to the suggestion that the bottom had fallen out of the slimming market.

To say that the market is dying, he argued, is to disregard thousands of women's shopping baskets and to ignore the increased interest in slimming magazines—one of the latest to hit the market sold 180 thousand copies in a month which is traditionally the worst for these magazines. Limmits have, after all, been around for 16 years now, women are familiar with the products, have tried slimming with them, and succeeded. They have made up their minds about the range, and have formed a viewpoint from which it is hard to sway them.

The company is quite happy at the moment—1976 was really an extremely good year, especially in the light of the 1974-75 experience. The market certainly didn't die, the serious slimmers simply kept on slimming seriously. After all, commented Mr McCarten, echoing our own thoughts, women will always be women, and as such they will always want to be slim.

Re-education

What was needed perhaps was to re-educate the public on how better to use the products available to them. The pharmacist and his assistants can be very important in this regard. When approached for advice by the, perhaps slightly diffident, customer, he or she must be able to instruct sympathetically, informing what products are available and how they should be used. To help both the assistant and the consumer to this end, Limmits have relaunched their products (keeping down to 15 products to simplify good shelf grouping). Each Limmits meal, plus milk, will provide the slimmer with exactly 250 calories—hence the name Limmits 250. For those people who want a rapid weight loss therefore three Limmits meals a day, with a pint of milk, comes to 1,030 calories, and provides sufficient of the proteins, vitamins, trace elements and carbohydrates necessary to sustain human life so that theoretically one need never eat anything else! For a more gradual weight loss slimmers can replace either one or two meals a day with one of the Limmits

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A still from the Ayds television advertising which advises that the product will help to retrain the appetite



Introduction to a famous name.

This is the new Ayds 7-day slimming pack.

It's to introduce your customers to the start of the famous Ayds Slimming Plan.

Lots of women like to try out a product before they use it. Here's their chance. The Ayds 7-day pack contains enough Ayds to start them off on their appetite retraining programme.

The 7-day pack is a limited once-only offer. It's not meant to replace the two-week or one-month packs. It's to introduce your customers to Ayds.

And there's a 10p coupon in every pack redeemable against the next purchase of Ayds.

It'll be a great money-bag for you.

Show it where it can be seen. And tried.

Available in Vanilla, Mint and Coffee flavours.

Ayds.

Ayds Division of
Cuticura Laboratories Ltd,
Maidenhead, Berks.

Ayds Help retrain
your appetite.
Contain no drugs or methyl cellulose.

This pack is a marvellous start to your slimming plan. If you have more than a few pounds to lose continue with the One Month box of Ayds.

Vanilla Flavour



Ayds[®]
7-day slimming pack

Vitamin and mineral enriched chewy cubes (25 kilocalories per cube).

A food supplement only effective as part of a calorie-controlled diet.

Carry on slimming

Continued from p425

250 meals and so long as the other meals conform to a calorie-controlled diet they will lose weight.

Limmits 250 therefore provides "a new simple concept" making calorie calculations much easier and offering simpler meal interchangeability. The products available are chocolate flavour wafer biscuits, vanilla, choc-mint, orange, coffee, lemon and lime biscuits and plain sweet-meal digestive biscuits, cheese flavour crackers, lemon flavour puffs, milk chocolate wholemeal biscuits, cheese and onion flavour savouries, barbecued chicken flavour savouries and muesli cereal. Many people will remember the last product as Nourish, the Limmits 250 muesli cereal is the same product but it has now been brought into line with the rest of the range. The products have an "improved formulation" and have been repackaged. The company feels that the new packaging is more in line with their "ethical" image. There is a clear and detailed explanation on the back of the packs which describes how to use the product effectively.

Effective and simple

Meal replacements offer an effective and simple method of slimming to the overweight lady. There is no question that if you take in fewer calories, carrying on with your normal day's activities, you will lose weight. The problem is *how* to take in fewer calories. The most difficult aspect is probably self-control, but a close second are the complicated calculations involved in constant calorie counting. Meal replacements therefore diminish the problem by doing the counting for you, and with Limmits 250, even the name defines just how many calories are being taken on board at every meal.

Another area where Limmits 250 win out is on price comparison. In 1975, when we were still in the era of relatively cheap food, one could put together a nutritious and slimming salad for a reasonable sum (after the tedious calorie count that is). Now the situation is quite different, but people eating Limmits 250 meals and a pint of milk can live on £0.64 a day, say Unicliffe. To buy alternative food at that price which is as nutritious is just not possible.

Limits are old friends to slimmers. When they were launched 16 years ago they were considered a nine-day wonder. Today they find themselves very much alive, unit sales topping the scales at the million mark. Unicliffe are planning to spend £300,000 on media advertising for Limmits 250. The campaign will embody a description of how to use the product and feature ladies who have lost weight by using it. It is felt that this

Limits do the counting! Each formulated Limits meal is standardised to 250 calories, so that the slimmer doesn't have to be bothered with calculations any more—and the company says the new formulation tastes even "more delicious"



remains very much a chemists' market. It is important however that the assistant selling this type of product is sympathetic and knowledgeable so that she can proffer the right advice. While this attitude applies to any product, it is particularly true of slimming products where detailed information and help is often invaluable to the customer who requires it.

Note to the wise

With all slimming products it is important to stress that it is not the foods themselves that help people to lose weight but their consumption as part of a calorie-controlled diet. Many women believe that if they are eating "slimming" foods, they can do so *ad infinitum* in addition to their usual meals and still lose weight—presumably by magic!

Ayds stop the presses!

Latest news from Ayds is that from next Monday their sales force will be selling in a 7-day slimming pack. This is a one-off promotion, which will be available while stocks last. It is described as a starter pack to introduce prospective customers to the Ayds slimming plan. This is the time of year when ladies who might have gained a few pounds to keep them warm over the cold winter months will be thinking about shedding them again in readiness for the summer exposure, and so Ayds hope that these packs will encourage those who are casting around for a suitable product to help them and who have not tried the product before to do so. There is also a 10p coupon in every pack which is redeemable against the next purchase of Ayds.

Westons go for beauty

Westons Chemists are making a determined bid to capture a larger share of the cosmetics, perfumery and agency toiletries market. Their new policy—outlined to representatives of the leading houses in London last week—is founded on the group "identity" now being created in their stores, an identity which they believe incorporates an atmosphere of particular appeal to women. In some 40 newly-designated cosmetics specialist branches, there will be cosmetics managers who will be given authority to order approved stocks without the involvement of area supervisors. A further 14 branches have so far been identified as potential specialist branches.

All tasks previously carried out by cosmetics supervisors regarding checking of branch orders will cease and it will no longer be necessary for representatives to contact them as all relevant information will be passed on to the stores via the marketing department in Edgware. All lines which are to be offered to the branches must first have been seen and approved by the marketing department—or they cannot be ordered. The onus will therefore be on manufacturers to pass on details to the head office for approval or otherwise, in good time before the journey cycle commences.

In non-specialist branches the company will be restricting inventories to the best selling lines and offers. All opening and closing of agencies will be controlled

by the marketing department and orders for stores that are being opened or transferred will be negotiated centrally, together with merchandising and in-store house identity requirements. They will also be aggressively pursuing a policy of "exclusive to Westons" promotions.

Westons are stressing to the agency houses the merchandising flexibility of their new counters and back-fixtures (based on one-metre lengths) and they are offering the opportunity to create maximum house identity by arranging to supply each house with a board, attached to the back fixture, to be covered in the house colour and to carry the house logo.

Major re-fits are scheduled to take place in 17 of the company's 181 stores within the next year. In addition they will be resiting a further 24 branches into larger premises and hope to open nine new stores in prime high street locations. They will also be closing down or disposing of 20 branches which are no longer considered to have further growth potential.

Westons feel that in the past they have "fallen down" in cosmetics and perfumery markets for reasons including lack of central buying policy or guidance to branches. They believe they have now corrected these faults and with a tremendous investment scheduled for the next five years they hope to build up their cosmetics and perfumery business into "something really worthwhile".

And so spring ...

Traditionally March is a month that comes in like a lion and goes out like a lamb. It is certainly the month that most women enter like a pale, chubby winter bundle and quit like a glowing, healthy, lithe summer bubble. It is the month of the bodily spring clean. Hair is shaken free of its restraining winter ties and made ready for summer in easy to wear and natural styles. Skin receives a good all-over cleanse, the drying effects of winter's central heating are countered and those extra inches put on to keep out the cold are whittled away. This is the time of year when customers will be in the mood to try out new products and experiment with new cosmetics, they are in the frame of mind to be seduced by attractive counter displays and enticed by promotional offers.

Everything this spring is green. It is the adjective of the moment—"oh, it's just too too green dahling!" The theme is either sporty or classical, demure understated blues and greens or healthy shimmering roses and reds. Customers will want to know how to achieve the healthy glow that is going to be so important to the "sportif" theme this year. It is necessary to point out that this effect can only be achieved with thoroughly clean skin. You might suggest that they embark on a regular cleansing routine and stick to it night and morning, every day without fail. It doesn't matter how busy they are because once the routine is established it need only take five minutes to complete. All skins need the three-way treatment—cleanse, tone and moisturise, even dry skins, although if they are very dry you might suggest skipping the morning cleanse so that the routine would be to cleanse thoroughly every night, tone and nourish, and then just to give the skin a brisk tone-up in the morning, before applying the pre-make-up moisturiser.

Skin care

There are a variety of products to be recommended for problem skins including Swiss Bio-facial from Chefaro whose advertisements read, "wishing won't help you get rid of your spots: Swiss Bio-facial will", and Cepton, the recently introduced range of products from Care Laboratories. Cepton products include a cleansing lotion, clear gel and a facial scrub which frees the pores of dead skin and grime. DDD deep cleansing tonic has also recently been introduced to ensure thorough daily cleansing, and completing the DDD range is the medicated soap and cream. Also available from DDD Ltd are the Cosmedin products, one for greasy skin which contains ethyl alcohol to reduce the possibility of the

formation of blackheads, and the other for dry skin which contains witchhazel to help reduce inflammation of small blood vessels in the cheeks. Clearasil products are of course fairly well known, the company recommend their products to ensure a completely clean skin and advise spot sufferers to keep a watchful eye on their diet also. Clearasil cream medication is a treatment for existing spots and pimples and the skin tinted cream covers up spots while helping to clear them. White vanishing cream works invisibly to help clear spots. Clearasil cleansing lotion is for the treatment of oily skin and Clearasil medicated wash is a soap replacement for regular use in the preventive treatment of spots and pimples. Soaps which help to keep the skin spot free include Cidal, Albion Skin Soap and Simple Soap.

Most products indicate on the cartons which type of skin they are most suitable for, if you familiarise yourself with these, you will be able to advise customers which are likely to be most suitable for them. Most women know their own skin type or will be able to describe it to you so that you can identify whether it is dry, oily, normal or combination. An awful lot of English skins are combination, that is, dry cheeks and forehead with a greasy panel around the nose and chin and centre forehead.

Cover ...

Once entirely clean the skin is ready to receive this season's brand of foundation which will tend to be only a light cover to lend that all important healthy glow to the cheeks. The new Maxi make-up collection from Max Factor includes five products all of which are available for £0.70p or less. There are six shades of the Maxi-Fresh make-up, fresh fair, fresh natural blush, fresh cream beige, fresh honey, fresh rich beige and fresh bronze. Described as "fresh (!), light, moisturising colour, in an exclusive moisture balanced formula for skin that looks natural, feels 'morning fresh' for eight hours or more". It is suitable for dry, oily and combination skin types. Another make-up which was introduced fairly recently and is particularly good for young skins is Revlon's Charlie range, this make-up is easy to apply, and stays fresh all day. For slightly older skins the new make-up, Maquisatin, from Lancome, has been designed to complement the present product, Maquimat, in order to give women a choice between a satin finish and a matt one. The company say that Maquisatin is ideal for "English rose" complexions that are particularly prone to dry skins. It has a smooth, creamy texture which will spread



Courtesy of Yardley

easily on the skin and leaves a satiny glow with enough covering power to veil imperfections and will last well and looks good all day. Lancome have found that women are looking for something more akin to a skin care preparation than just a "cover-all" when buying a foundation.

... and colour

An important cosmetic aid this spring is the blusher. Whereas in past years blushers have been used only on cheekbones to shape the face, this year they are used more as a "colour bringer" and should be applied generously over the temple and brow bones, noses and chins ("contours are so ageing my dear!"). But don't forget to blend well or the result will be predominantly clownish. The Max Factor Maxi make-up collection includes a "Maxi-mum value, Maxi-mum moisture, Maxi-mum wear" range of blushers—Maxi-Glow blush. There are four shades of creme colour which are said to cling like powder. Charlie also carries a good range of blushers and Maybelline and Natural Wonder have recently introduced blushers.

Perfumes

Perfume will continue to be an indispensable accessory, and with so many to choose from your customer must be able to find one that suits her. Yardley who introduced Laughter early last year have recently added Chique and Je Suis to their range. With Chique the company are trying to move away from the tomboy image which was introduced by Charlie, Stevie B. Smitty, Tramp, Blasé etc and say that Chique can make a plain woman stunning; "warm, yet subtle, it has lots in common with beautiful, carefully put together clothes and looks and nothing with yesterday's blue denim, tousled hair image". Well, whether you agree or not it is certainly a lovely perfume which is easy to wear, day or night. Je Suis is aimed at the 18-25 year olds, and is described as; "a singular fragrance ... for a special girl". A little more up-market is Daytime from Estee Lauder which is described as subtler in tone than the Estee fragrance. Watch this space for more perfume news in June.



Corn caps are hardly the most glamorous of products.

Oddly enough though, your customers have a special regard for one brand: Carnation. They know that they work. They trust them.

Which explains why, after 50 years, Carnation are still the brand many of your customers think of when they think of corn caps.

Not that we're resting on our laurels. Even the best-known product needs promotion.

So, once again, Carnation advertising will be appearing in Woman, Woman's Own, Woman's Weekly, Woman's Realm, True Romances, True Story and True.

We need hardly add that now is the time to stock up.

But then, in the light of past experience, you'll probably have done so already.

Carnation Corn Caps.

Cuxson, Gerrard & Co. Ltd., Oldbury, Warley,
West Midlands B69 3BB. Tel: 021-552 1355



HOW DO YOUR DAY'S TAKINGS COMPARE WITH HERS?

Shoplifters now outsteal the great train robbers every four days. Your hard-pressed profits are increasingly at risk from the hardened, habitual thief and the organised gang whose ingenuity and audacity are not easily foiled.

To help you meet the menace, the Distributive Industry Training Board has produced a security training package consisting of a manual "Security", and a 20 minute film, "Help Yourself" featuring Stratford Johns, B.B.C. T.V.'s Supt. Barlow. This shows how pilferage can be prevented by good security on your premises, proper stock control, correct display of goods, appropriate staff training and an understanding of the methods used by thieves.

SECURITY TRAINING

"Help Yourself" is available on 16 mm colour film to buy, price £97.20 (inc. VAT) or to hire, £5.40 (inc. VAT) or on Philips VCR cassette to buy, price £32.40 (inc. VAT) or to hire, £3.24 (inc. VAT).

The Security manual costs £5 and handouts £2.70 (inc. VAT). Order now using the coupon.



You know training pays

To: Film and Video Library,
DITB, MacLaren House, Talbot Road, Stretford,
Manchester M32 0FP.

DITB 26

Please send me:

'Help Yourself' on film ☐

'Help Yourself' on Video Cassette ☐

'Security' Course manual + handouts ☐

Please send me the
following additional
training material.

☐ I wish to order

☐ and enclose £

Name (BLOCK LETTERS) _____

Company _____

Address _____

Distributive Industry Training Board



Some of the other Training Aids available are:

SALES TRAINING

Course manual "What About Selling" £5. Flip charts or OHP's £7.56 (inc. VAT). Exercise stationery and reminder cards 54p (inc. VAT). Course manual "More About Selling" £5. Flip charts or OHP's £7.56 (inc. VAT). Exercise stationery and reminder cards 54p (inc. VAT). Film "Sit in on Selling" to buy £97.20 (inc. VAT) or hire

£5.40 (inc. VAT). Also on video cassette, to buy £32.40 (inc. VAT) or hire £3.24 (inc. VAT).

SALES PROMOTION AND DISPLAY

Course manual £5. Handouts £2.70 (inc. VAT). Slide talk "Dispak" with 62 slides, £27 (inc. VAT) or hire £7.48 (inc. VAT). Video programme "Blowing Your Own Trumpet" £32.40 (inc. VAT) or hire £3.24 (inc. VAT).

INSTRUCTIONAL TECHNIQUES

Course manual £5. Handouts £2.70 (inc. VAT). Video programme "Putting It Across" £32.40 (inc. VAT) or hire £3.24 (inc. VAT).

RECRUITMENT, INTERVIEWING AND SELECTION

Course manual £5. Handouts £2.70 (inc. VAT). Audio cassette, to buy £2.70 (inc. VAT).

Medicines Act: further

Part III proposals

proposed regulations for the sale or supply of medicines under part III of the Medicines Act have been issued for the consideration of interested parties.

Entitled Proposed Medicines (Sale or Supply) (Miscellaneous Provisions) Regulations, the draft deals with: The notification by persons selling general sale medicines that they are doing so; restriction of some veterinary drugs; storage of veterinary drugs; automatic vending machines; restriction of supply of prescription only and pharmacy only medicines; record keeping and offences.

Representations should be made by no later than April 30, to the Department of Health for human medicines and Ministry of Agriculture, Fisheries and Food for veterinary medicines.

The Pharmaceutical Society has the power to enforce in England, Wales and Scotland sections 53 (general sale), 54 (automatic machines) and 66 (premises, records, etc), of the Act when applied to registered pharmacies and premises where medicinal products in Articles 3 and 4 of the Medicines (Exemption from Restrictions on the Retail Sale of Veterinary Drugs) Order 1977 are sold. The food and drugs authority for each area has the power to enforce in other premises.

General sale list

Any person selling or supplying medicinal products on a general sale list must notify the "appropriate authority" in writing that he is carrying on such a business giving the address of the premises.

Here, "appropriate authority" means: England and Wales, the local food and drugs authority; Scotland, the local authority defined in section 26 (4) of the Food and Drug (Scotland) Act 1956; Northern Ireland, the Department of Health and Social Services.

This does not apply to a business carried on by a person referred to in Article 3 (1) of the Medicines (Exemption from Restrictions on the Retail Sale of Veterinary Drugs) Order 1977 if the Pharmaceutical Society of Great Britain or, in the case of Northern Ireland, the Department of Agriculture for Northern Ireland, have been informed.

Any person in Northern Ireland selling or supplying veterinary drugs on a general sale list from a permanent stall at a market or agricultural show-ground or from a vehicle must notify the Department of Health and Social Services for Northern Ireland of the stall's location or the registration number of the vehicle.

Veterinary drugs

Veterinary drugs exempted from section 52 of the Act (products not on general sale list) Article 3 (1) or 4 (1) of the Medi-

cines (Exemption from Restrictions on the Retail Sale or Supply of Veterinary Drugs) Order 1977 may not be sold, offered, or exposed for sale by self-service methods.

For the safekeeping of this same class of veterinary drugs in retail premises they must be stored: In a storeroom, cupboard or other secure place and not on an open shelf except where they are on display for immediate sale, and in accordance with relevant instructions supplied with them relating to refrigeration or other measures necessary for their safekeeping.

Persons to be supplied

No person who is the holder of a product licence, or is in the business of manufacturing medicinal products by way of wholesale dealing, may sell a prescription only, or a "pharmacy medicine" by wholesale to any person who does not fall within the following: An appropriate practitioner; a person lawfully conducting a retail pharmacy; a hospital or health centre; the holder of a wholesale dealer's licence.

The following are exceptions however: Any person specified in column 1 of Schedule 3 to the Medicines (Prescription Only) Order 1977 may be supplied by wholesale with prescription only medicines specified in column 2 of the Schedule and if no such medicine is specified any prescription only medicine.

Any person who sells, supplies or administers prescription only medicines at high dilutions (that is, homoeopathic remedies) in accordance with Article 10 of the Medicines (Prescription Only) Order 1977, may be supplied by wholesale with those prescription only medicines (not for parenteral administration or Controlled Drugs) containing a substance listed in column 1 of Part I of Schedule 1 to the Order as part of a unit preparation and which have been further diluted to at least one part in a million (6x).

Any person who requires pharmacy medicines for administering them to human beings in the course of a business, may be supplied by wholesale with the pharmacy medicines which are for that purpose; any person who may sell or supply by retail pharmacy medicines not under the supervision of a pharmacist (exemption by section 56 (1) or (2) or section 57 (1) of the Act) may be supplied by wholesale with those pharmacy medicines specified in that exemption.

Pharmacy records

All persons lawfully conducting a retail pharmacy business must make an entry in respect of every sale or supply of a prescription only medicine (other than NHS or a prescription for oral contraceptives)

in a register kept exclusively for that purpose. The entries must be made on the day of supply or, if not reasonably practicable, on the next day.

The particulars to be recorded are: In the case of the sale or supply of a prescription only medicine either on a prescription given by an appropriate practitioner or to which the provisions relating to emergency supply in Article 8 (1) of the Medicines (Prescription Only) Order 1977 apply—the date of supply; the name, quantity and, except where apparent from the name, the pharmaceutical form and strength of the prescription only medicine; the date on the prescription and the name and address of the practitioner giving it; the name and address of the person (or animal owner) for whom the medicine was prescribed; in relation to the sale or supply of a prescription only medicine to which the provisions of Article 8 (1) applies, when the prescription relating to such sale or supply is received, the date on which it is received.

In the case of the sale or supply of a prescription only medicine to which the provisions relating to emergency supply in Article 8 (3) of the Medicines (Prescription Only) Order 1977 applies the following must be recorded: The date of supply; the name, quantity and, except where it is apparent from the name, the pharmaceutical form and strength of the medicine supplied; the name and address of the person requiring the medicine; the nature of the emergency.

In the case of the sale or supply of a prescription only medicine other than on a prescription from an appropriate practitioner—by an exemption conferred by section 58 (4) of the Act from the restrictions imposed by 58 (2) (not being the sale or supply of a prescription only medicine to which the provisions of Article 8 (1) and (3) of the Medicines (Prescription Only) Order 1976 applies), the following must be recorded: the name, quantity and, except where it is apparent from the name, the pharmaceutical form and strength of the prescription only medicine sold or supplied; the name and address, trade, business or profession of the person to whom the medicine is supplied; the purpose for which the prescription is supplied.

These regulations do not overrule record keeping for Misuse of Drugs Regulations; or where a sale of a prescription only medicine is by wholesale dealing and a copy of the order or invoice is retained by the person lawfully conducting the retail pharmacy.

Retention of records

The following must be kept for a period of two years from the relevant date: the register; prescriptions for prescription only medicines other than NHS; orders or invoices for wholesale dealings; orders referred to in column 3 of Schedule 3 to the Medicines (Prescription Only) Order 1977 (conditions for certain exemptions from the restrictions imposed by section 58 of the Act). For this purpose "the relevant date" means: the date of last entry in the register, or in the other cases the date on which the medicine was supplied except that where it was supplied in

Continued on p433

The Professional.



Introduced after successful dentist trials

Valdent is a new two stage powder treatment for the effective removal of calculus (tartar) and heavy stains from dentures. Added to water, stage 1 provides a low pH steeper and stage 2 provides neutralising and freshening ingredients.

Dentists selected at random from all over the country have assessed the performance of the Valdent System. In their trials it proved to be extremely efficient. It removed even the most tenacious calculus (tartar) and stubborn stains.

Exclusive Chemist Distribution

Valdent is to be distributed exclusively through chemists. The Valdent system can be obtained through your usual wholesaler, or Vestric whose representatives will be supplying further information. Backed by you and the dentist, Valdent is the professional denture cleanser you can confidently recommend to your customers.

Extensive Product Launch

Valdent is now being extensively launched by means of a press campaign to the dental profession and heavy sampling. Every dentist is being offered samples of Valdent which they can use in their own surgeries and give to their patients for home trial, with the news that their local chemist is stocking Valdent. That means a lot of customers will have already used the system, and they'll come to you for more. For very little shelf space you can order enough Valdent to cope with the demand.


ValdentTM

INTRODUCED AFTER SUCCESSFUL DENTIST TRIALS.

Reckitt Denture Care Laboratories, Dansom Lane, Hull HU8 7DS.
Main Distributors: Vestric Limited, Runcorn, Cheshire.

NEW

Letters

Planned distribution

I feel I should reply to some of the observations made on my scheme for "planned distribution" (*C&D*, March 12).

Mr Bond feels annoyed when I refer to a "subsidised" pharmaceutical service. I used that expression in the sense that the average pharmacist would be occupied for only about 60 per cent of his time on NHS work. I am not suggesting that he should be underpaid for that work but I think it is safe to say that the cost to the exchequer of a part-time service through community pharmacies will be much less than paying for a fully salaried service through government controlled outlets. In that sense the community enjoys a "subsidised" service.

Second pharmacist allowance

Mr Bond also raises the question of the second pharmacist allowance. I had considered this and was tempted to include a further increment in the service fee from the level of 30,000 scripts per annum upwards. However, after consideration I decided that if all costs are accurately assessed and built into the "establishment charge" initially, costs would be covered comfortably by the first 30,000 scripts and thereafter profitability would increase very sharply. For the pharmacy dispensing 3,500 to 4,000 scripts per month it would obviously be more advantageous to employ a second pharmacist rather than pay excess profits to the Chancellor.

Lastly Mr Bond (and Mr Gartside) speak of the Department buying out the pharmacists who retire. Let us be quite clear on this point. Careful consideration of the scheme will show that I am merely asking the Department to make a loan which it recoups, together with interest, through the capitation fee system. In fact it is the other pharmacists in the district who buy out their retiring colleague because their capitation fees are not increased until the Department is repaid. I am not asking for charity, only for assistance in financing—which the Department should be prepared to offer in order to achieve the sort of service it desires.

Mr Goalen raises the whole question of averaging on a national basis. The figures I used in illustration were certainly based on national averages and I think we all accept that such figures will bear hard on the exceptional pharmacy. Unfortunately there is no answer to this unless each establishment is treated separately, and recently there have been many requests for individual treatment, particularly on the question of costs. On the other hand many rural and semi-rural pharmacies undoubtedly benefit from the "average" costs which are applied to them by the inclusion of high cost city and town centre pharmacies. However one of my reasons for using NHS districts is that if

more equitable treatment is sought, it would be possible to assess costs on a district rather than a national basis and so approximate to individual treatment. But please beware—some people would get very unpleasant shocks.

Finally I would like to thank Mr Gartside for his thoughtful and constructive criticism of my suggested scheme. I hope he will forgive me if I do not attempt to answer all the relevant points which he raises, nor shall I seek to contest his figures. When I submitted the scheme I expressed the hope that too much emphasis should not be paid on the figures but that they should be regarded more as illustration.

Many of the difficulties to which Mr Gartside rightly draws attention will require the combined wisdom of many thoughtful pharmacists in order to achieve satisfactory solutions. Suffice it to say that the points are noted and will be discussed in the appropriate place. The figure of 6,000 population per pharmacy was selected because that figure will yield the 30,000 scripts per annum which I postulated as the present average figure. It is also a figure which would ensure that the average pharmacy would still be able to devote some 40 per cent of its time to the other important activities of a community pharmacy.

I accept that I may have got the balance wrong between "capitation fee" and the "service fee" per item, but this is a detail which can be adjusted. The encouraging feature is that Mr Gartside does not condemn the basic ideas and at this stage the important thing is to get a credible outline structure which can be gradually filled in with appropriate figures.

Donald Royce
Pontefract.

Inaccuracies

What a pity that in his comment on Mr Royce's scheme for the planned distribution of pharmacies, Mr Gartside (*C&D*, March 12, p345) should quote two incorrect examples in only his second paragraph.

Betws y Coed has had no pharmacy since about 1970 and Criccieth's two pharmacies have merged into one. May one ask if Mr Gartside's other examples and statistical projections are equally incorrect?

R. Hughes-Jones
Llanrwst, Denbighshire.

Medicines Act controls

Continued from p431

accordance with a repeat prescription the relevant date means the date on which the prescription was dispensed for the last time.

All persons to whom section 52 of the Act does not apply by Article 3 (1) or 4 (1) of the Medicines (Exemptions from Restrictions on the Retail Sale or Supply of Veterinary Drugs) Order 1977, must make a record of every sale of a veterinary drug listed in Schedules 1, 2 and 3 of the Order stating: the date of sale; the name, quantity and, except where it is apparent from the name, the pharmaceutical form and strength of the prescription only medicine

In search of Erasmic

For many years I have bought and used Erasmic cream for shaving. Now my small stock has vanished and I have made many calls on various chemists to find if they have any stock. I have been in touch with the makers' London office who also could not help. Perhaps, through your paper, I may find a chemist with a supply, however small, hidden on his shelves?

John J. Haworth
11 Beech Hill
Hadley Wood, Herts.

Drugs storage booklets

Every pharmacist is aware of the need to store drugs and pharmaceutical preparations at correct temperatures yet when the pharmaceutical staff at North Tees General Hospital set about quantifying the facilities needed to store drugs correctly in a new pharmaceutical department there was no one source to which they could turn for the appropriate information. We, therefore, set about collating this data from several sources and soon found that not only did official temperature terms differ, but also the terms used by manufacturers are not uniform.

Mr J. P. Kerr stressed the importance of this subject in a paper presented during the first professional session of the British Pharmaceutical Conference 1976 (*C&D*, September 18, 1976, p347). It is felt that the results of the investigation undertaken at North Tees would be useful to pharmacists not only in designing new drug storage facilities but also when considering storage policies for the ever increasing variety of medicinal products encountered in modern pharmaceutical practice. We feel such policies are necessary to make best use of existing facilities and that pharmacists will find our booklet helpful.

A. A. Hall, J. Harrison

North Tees General Hospital

Stockton-on-Tees, Cleveland TS19 8PE.

The first section of the booklet lists drugs in alphabetical order of approved name or proprietary name if the preparation contains more than one drug; alongside each entry is the recommended temperature for storage. The second section divides preparations into seven storage temperature ranges of 5°C bands. Single copies are £1.50, including postage in UK (£0.20 surface mail supplement for overseas orders), ten copies or more £1.25—Editor.

sold; the name and address of the person to whom the drug was sold. The record must be retained for a period of two years from the date of the sale. This record includes invoices or orders (or copies) issued or received in respect of the drug.

Automatic machines

No person may sell from an automatic machine any medicinal product in the automatic machines section of a general sale list unless the sale is from a machine located in premises which may be closed to exclude the public.

Offences

Provision is made for fines up to £400 to be imposed on summary conviction for contravention of the Regulations.

Company News

Alza and Sandoz joint research programme

Alza Corporation and Sandoz Inc have made an agreement for a programme of joint research on new pharmaceutical products based on the incorporation of certain Sandoz drug compounds in Alza therapeutic systems. The companies will work together exclusively for five years incorporating ergot alkaloids into the Transdermal therapeutic system (TTS), a multi-layered film system that adheres to the skin and delivers the drug directly through the skin into the bloodstream.

The agreement provides that if Sandoz elects to continue with the development programme after the completion of a feasibility demonstration period, Sandoz will either purchase \$2.5m worth of Alza shares at market value or pay Alza \$2m in advanced royalties. Subject to receiving the required regulatory approvals, the products developed under the agreement will be manufactured by Alza and marketed by Sandoz.

In a recent report to shareholders, Alza state that they are developing longer-lasting uterine progesterone systems similar to the one-year Progestasert system now commercially available. A two-year system was recently offered for sale in Mexico. The company is also working with the World Health Organisation to develop an injectable, biodegradable system using their Chronomer technology to deliver a synthetic contraceptive steroid. FDA approval is being sought for a TTS-scopolamine system for preventing motion sickness.

Photopia expect record

An increase in sales of 12 per cent in the half-year to October 31, 1976, is reported by Photopia International Ltd, a contributory factor being the reduction in VAT in April 1976. Pre-tax profit rose to £402,000 from £368,753.

The chairman, Mr C. G. Strasser, states that in the ten months to February 28, 1977, sales rose 23 per cent, and sales in the first four months of the second half were up 57 per cent. Record sales and profits in the full year are anticipated.

Trust donates £34.5m

Grants bringing the total amount donated for medical research to £34.5m since the death of Sir Henry Wellcome in 1936 are announced by the Wellcome Trust in a report for the years 1974-76. Donations have grown from £1m in the first 20 years to £8.5m in the next ten years and £25m in the ten years from 1966 to 1976, making it the largest endowed charitable trust supporting medical research in the UK.

The allocation for 1974-76 was £8.5m (£4.4m in the previous two years) and included £1.3m towards salary increases due to inflation for grants previously

awarded. Total income for 1976-77 will be about £5.5m, and just over £1m has been allocated for *ad hoc* grants, £1m for securing commitments, £1.7m for selected subjects and £1.1m for fellowships.

The following areas have been selected for substantial support in 1977: ophthalmic medicine, the vascular systems of the human brain, the metabolic effects of infection and the pathology of trauma. Two new fellowship schemes are planned in biomedical sciences and pathology.

Beatson Clark high demand

Sales of Beatson Clark & Co Ltd in 1976 amounted to £14.5m, about 21 per cent above the 1975 figure of £12m. Pre-tax profit, however, was up 50 per cent to a record £1.7m. The profit in the last six months of 1976 at £1.1m was slightly higher than the profit for all of 1975.

Price rises in June and November of 9.4 per cent and 8 per cent, respectively, contributed to the improved results, together with a substantial economy drive. A further price increase of 3.2 per cent is planned for April. The directors report that both home and export demand continues at an "encouragingly high" level and that it will probably be necessary to re-start another production line, bringing the factory capacity up to the 1974 level.

Briefly

Dixons Photographic Ltd have offered to purchase the preference shares in Jaynox Ltd, John Knox (Midland) Ltd, Lewis and Burrows Ltd and Reynolds & Branson Ltd. Dixons already own all the equity capital of these companies.

Meyer & Myer Group are moving their head office and London warehouses on March 28 to North Street, Horsham, West Sussex RH12 1RG (telephone Horsham (0403) 69361; telex 877673). Manufacture will continue at Glasgow and Otley.



Dr J. H. Fryer

Appointments

CIBA-Geigy (ADP) Co: Dr J. H. Fryer has been appointed managing director of the pharmaceuticals division with effect from March 31. He is currently deputy managing director and marketing director of CIBA Laboratories. Mr D. C. Buchanan, currently managing director of Geigy Pharmaceuticals, has been offered a general managership overseas, but has declined the offer and will retire at the end of March. Mr J. P. Perkins, managing director of CIBA Laboratories, will also retire on March 31, but will act as a consultant to the pharmaceuticals division on pharma-political affairs.

Boots Co Ltd: Mr B. H. C. Theobald has been elected to the board of the subsidiary company, Boots the Chemists. Mr D. R. Knight has joined the board of Boots Farm Sales.

Industrial group changes constitution

Would the Pharmaceutical Society's Industrial Pharmacists Group be forced to represent the views of academic pharmacists if the membership rules were extended to include them? The question arose at last week's annual meeting when a draft revised constitution was presented by Mr J. C. Bloomfield, the chairman, for approval of members present.

The proposed new constitution contained a specific clause, entitling any registered pharmacist engaged in teaching in a school of pharmacy to apply for membership. At present, academic pharmacists may join at the discretion of the committee under clauses 2 (ii) "consultants to industry" or 2 (iii) "work concerned substantially with questions of industrial pharmacy practice". These clauses were often interpreted liberally to admit academic pharmacists in general and clause 2 (iv) would legitimise the practice.

Dr Jones, Wellcome, stressed that rejection of clause 2 (iv) was not necessarily a rejection of honorary membership. Mr R. Dickinson, the Society's deputy secretary, said it was difficult to delete clause 2 (iv) but accept 2 (iii), because (iv) excluded (iii). It was finally agreed to retain

the present constitution, maintaining clauses (i), (ii) and (iii) only.

A discussion on the response to a recent salary survey resulted in agreement that a further survey be conducted retaining anonymity and excluding any material which would identify the sender.

The title of the industrial practice sub-committee was also changed in the new constitution to Industrial Pharmacists Group committee.

The method of deciding the membership's opinion on the new constitution was discussed. Council had felt and the meeting agreed that a letter should be sent to all members with the draft, making it clear that non-return would indicate acceptance of the revised constitution.

An amendment to the draft, that a quorum for meetings of the Group committee shall be five, not less than two of whom shall be elected members of the committee, changed it to "not less than three elected members" and this was agreed. The draft was otherwise deemed accepted and is to be sent to all members.

After the annual meeting Professor P. H. Elworthy chaired a discussion on "The establishment of bioequivalence".

Market News

Dearer iodides

London, March 23: Iodine and iodides were marked up during the week. Resublimed iodine has risen by £0.59 kg and iodides by irregular amounts depending on the salt. The latter are given in a table below. Also included under pharmaceutical chemicals are the new rates for aspirin, salicylic acid and methyl salicylate, operative from March 28.

Pepper continued to dominate trading in spices. From the peak values recorded last week further substantial gains were made Sarawak white rising by £110 metric ton on the spot and the black by £185. Ginger is also a very firm commodity and it was difficult to establish values particularly the Cochin variety. Among botanicals sarsaparilla stocks are short especially for prompt delivery. Cascara was up by £10 metric ton while cherry bark was down by a like amount. Also lower were gentian root, henbane, hydrastis and lemon peel.

In essential oils clove leaf and *arvensis* peppermint were firmer. Supplies of palmarosa and of patchouli were said to be unavailable.

Pharmaceutical chemicals

Aspirin: 10-ton lots £1.31 kg; 1 ton £1.39 kg.
Ferric ammonium citrate: BP £1.30 kg in 250-kg lots.
Ferric citrate: £2.00 kg in 250-kg lots.
Ferrous carbonate: BPC 1959 saccharated £0.90 kg (50-kg lots).
Ferrous fumarate: BP £1.250 metric ton.
Ferrous gluconate: £1.638 metric ton delivered.
Ferrous succinate: BP £2.50 kg (50-kg lots).
Ferrous sulphate: BP/EP small crystals £357 metric ton.
Iodine: Resublimed £5.49 kg in 250-kg lots.
Iodides: £ per kg:

	Under 25-kg	25-kg	250-kg
Ammonium	7.96	7.74	—
Potassium*	—	3.61	3.50
Sodium	5.41	5.28	—

* For crystals and granules

Methyl salicylate: £1.14 kg for one metric ton lots; £1.10 kg for 5-tons.
Salicylic acid: (kg) 5-ton lots £1.06; 1-ton £1.07.
Sodium acid phosphate: BP crystals, 50-kg lots £1.0932 kg.
Sodium benzoate: BP, 500-kg lots £0.53 kg.
Sodium bicarbonate: BP £77.04 per 1,000 kg minimum 10-metric-ton lots, delivered UK.
Sodium carbonate: Anhydrous £212 metric ton.
Sodium chloride: Vacuum dried in 10-ton lots £22.23 metric ton delivered London.
Sodium citrate: Granular £704 per metric ton; powder £719.
Sodium fluoride: BP in 50-kg lots £1.4953 kg.
Sodium gluconate: Technical grade £720 metric ton.
Sodium hydroxide: Pellets (BP 1973) in 50-kg lots £0.898, sticks (BP 1958) £3.175 for 50 kg.
Sodium nitrite: BPC 1963 50-kg lots £0.9257 kg.
Sodium potassium tartrate: Granular £797 metric ton.
Sodium sulphate: BP per metric ton, £70.00 for fine crystals, £96.90 pea crystals. Commercial £32.60, all ex works.
Sodium sulphite: Crystals £0.1692 kg in 250-kg lots.
Sodium thiosulphate: Photo grade £139 metric ton, effective March 31.

Crude drugs

Aloes: Cape £1.37 kg spot; £1.30. cif. Curacao no spot; shipment £1.90, cif.
Benzoin: BP £90.00-£91.00 cwt spot; £90.00, cif.
Cascara: £990 metric ton spot; £960, cif.
Cherry bark: Spot £740 metric ton; £710, cif.

Gentian: Root £1.38 kg spot; £1.33, cif.
Ginger: (ton, cif) Cochin £1,275. Jamaican (spot) £1,500 nominal. Nigerian split £870 spot, shipment £830, cif. peeled £1,050.
Henbane: Niger £1,000 metric ton spot.
Honey: (per metric ton in 6-cwt drums, ex-warehouse) Australian light amber £695; medium £668; Canadian £690; Mexican £642.
Hydrastis: (kg) £935 spot; £925, cif.
Lemon peel: Unextracted £1,400 metric ton spot; shipment £1,350, cif.
Menthol: (kg) Brazilian £10.20 spot; £10.35, cif. Chinese from £12.50 duty paid; £11.20, cif., nominal.
Pepper: (ton) Sarawak black £1,715 spot; £1,610, cif. White £1,880 spot; shipment £1,775, cif.
Sarsaparilla: Shipment £1,710 metric ton, cif.
Styrax: £4.30 kg spot. No cif offers.
Witchhazel leaves: Spot £2.65 kg; £2.35, cif.

Essential oils

Clove: Madagascar leaf, £2.75 kg spot; £2.75, cif. English-distilled bud £45.00 spot nominal.
Patchouli: Unavailable in both positions.
Peppermint: (kg) *Arvensis*—Brazilian £5.50 spot; £5.50, cif. Chinese £5.15 spot; no cif. Piperata, American Far West about £24.50, cif.
Petitgrain: £5.50 kg spot and cif.
Sandalwood: Mysore small lots quoted about £100 kg spot; East Indian £95.00.
Spearmint: (kg) American Far West £15.50, Chinese spot £12.00 kg; shipment £11.50, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

Coming events

Monday, March 28

Macclesfield Branch, Pharmaceutical Society, Postgraduate centre, West Park Hospital Macclesfield, at 7.30 pm. Hollister division, Abbott Laboratories on "It's different from this time last year".

Tuesday, March 29

Fife Branch, Pharmaceutical Society, Ollerton Hotel, Kirkcaldy, at 7.45 pm. Mr G. H. V. Campbell on "25,000 customers an hour".

Wednesday, March 30

Brighton Branch, Pharmaceutical Society, Brighton General Hospital, postgraduate medical centre, Elm Grove, Brighton, at 7 pm. Professor J. R. Trounce (consultant, Guy's Hospital) on "The present position of cancer chemotherapy".

Thursday, March 31

Rhyl Branch, National Pharmaceutical Association, Westminster Hotel, The Promenade, Rhyl, at 7.30 pm. Mr T. P. Astill (deputy secretary, NPA) on "You, your workers and the law".
Royal Society of Health, Baden-Powell House, Queensgate, London SW7, at 10.30 am. Conference on "The health of the traveller and the spread of disease".

Friday, April 1

Teesside Branch, Pharmaceutical Society, Post House, Thornaby, at 7.45 pm. Members' guest night, speaker Mr A. Forrester.

Saturday, April 2

Crawley, Horsham and Reigate Branch, Pharmaceutical Society, George Hotel, Crawley, at 7 pm. Annual dinner and dance.

Advance information

British Homoeopathic Congress, Bristol Homoeopathic Hospital, Cotham Hill, Bristol, June 9-11, incorporating a symposium on homoeopathic pharmacy for pharmacists, June 11. Details from the Congress organiser, above address.
Copharm. Meeting on "Medicinal aerosols", Chelsea College main hall, Manresa Road, London SW3 6LX, April 18, 9.30 am-4.30 pm. Details from Mr P. Davies, School of Pharmacy, Brighton Polytechnic, Lewes Road, Brighton BN2 4GJ.
Hospital and industrial pharmacists' groups, Pharmaceutical Society. Symposium on "Intravenous fluids", Society's headquarters, 1 Lambeth High Street, London SE1, Thursday, June 2, at 9.30 am. Fee £10 (including lunch). Further details from Mr R. E. Marshall, department of pharmaceutical sciences, PSGB.

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Spending on chemist items steady?

Chemists' goods are expected to account for 1.7 per cent of average weekly expenditure in 1976, as in other years, according to the latest *Retail Business* review of family expenditure statistics.

Retail Business, published by the Economist Intelligence Unit, points out that valuation of the chemists' goods section is distorted because of National Health provisions regarding payments for goods obtained on prescription. Chemists increased turnover more rapidly than hardware and ironmongery outlets partly because chemists' goods tend to be purchased when required, whereas purchase of household goods may be postponed. Sales resistance can be much greater in the latter area especially when living standards are falling.

From Department of Employment figures, cough and cold preparations showed an increase from £5.9m in the first quarter of 1975 to £9.7m during the same period in 1976. This represented the

most "genuine growth-change in consumer response to new products rather than purely seasonal influences", the report says.

Patent and proprietary food (including infant and invalid food) decreased from £2.3m in the first half of 1975 to £2.1m during the same period of 1976. "This is noteworthy particularly in view of inflation", says *Retail Business*.

Regional variations in average weekly expenditure on medicines and surgical goods ranged over 40 per cent in 1975, the latest figures available. The variations were not merely between the "affluent" South-east and such areas as Wales but even between neighbouring areas such as the North, where expenditure is low (18p) and Yorkshire and Humberside, where it is the highest (26p). In most categories, however, Northern Ireland, Scotland and Wales have below average expenditure.

Management conference

Speakers at the forthcoming Institute of Pharmacy Management International annual conference at the Royal Hotel, Scarborough, are: April 18, Professor R. Summers, University of the North, Pietersburg, South Africa, on "International health care—current implications for pharmacy"; Professor D. A. Norton, School of Pharmacy and Pharmacology, University of Bath, on "University finance for pharmaceutical education. Value for money?"; Mr F. H. Oliver, head of School of Pharmacy, Sunderland Polytechnic, on "A polytechnic view".

April 19, "Current economic prospects

for pharmacy"; Mr A. G. Shaw, deputy director, Association of the British Pharmaceutical Industry, on "An industrial view"; Mr A. R. Ritchie, group managing director, Macarthy's Pharmaceuticals Ltd, on "Wholesaling"; Mr T. D. Clarke, regional pharmaceutical officer, Yorkshire Regional Health Authority, on "The hospital scene".

April 20, Mr B. M. Backhouse, Dr T. G. Booth, Dr I. F. Jones on "Pharmacy X—a ten year appraisal". Applications (full ticket £50, non-members £55) from Dr I. F. Jones, pharmacy practice research unit, University of Bradford, Bradford BD7 1DP. The conference starts on April 17 with the annual meeting at 4.30 pm.

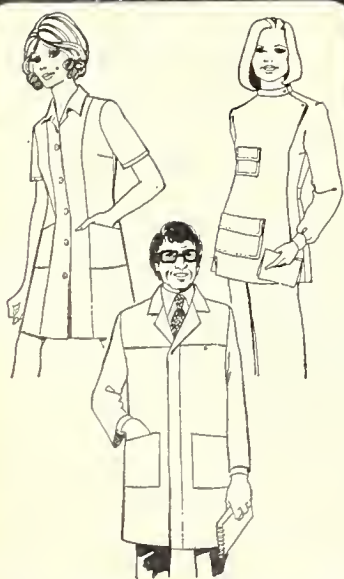
Hopes for annual seminar

Hopes for the recent joint research seminar to become an annual event have been expressed by Irish pharmacists. The seminar involved staff and research students from the department of pharmacy, Queen's University, Belfast, and the college of the Pharmaceutical Society of Ireland.

Professor R. F. Timoney, Dublin College of Pharmacy, chaired the first session and Professor P. F. D'Arcy, Queen's University, the second, after which he presented a copy of his university's crest to Professor Timoney. Eleven papers were presented. Mr M. F. Walsh, president of PSI, said that apart from the obvious advantages to research directors and students, he believed that such meetings were valuable in promoting goodwill between the two places of education.

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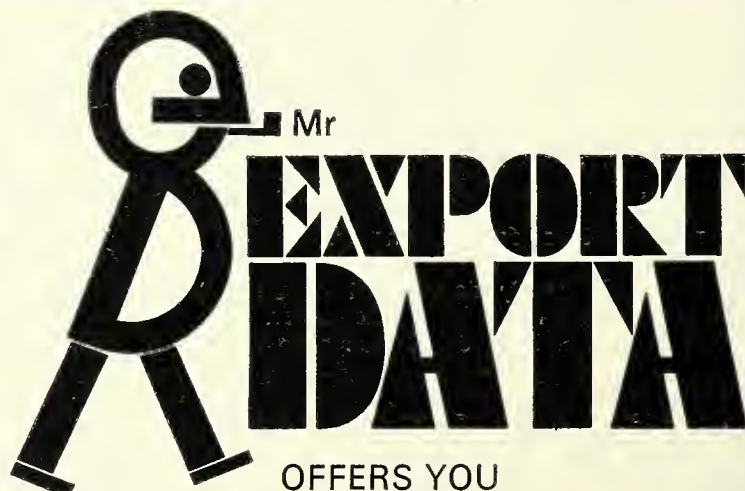
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The Trade Marks set out in the schedule below were assigned on 7 January 1977 from AFG (STALHAM) LIMITED, of High Street, Stalham, Norfolk to C-VET LIMITED, of Minster House, Western Way, Bury St. Edmunds, Suffolk: **WITHOUT THE GOODWILL OF THE BUSINESS IN WHICH THEY WERE THEN IN USE.**

Mark	Number	Goods
LOGO CIRCULAR DEVICE	1023736	Veterinary preparations and substances; medical preparations and substances and infants' and invalids' foods.
A.C.P. DEVICE	1035666	Pharmaceutical preparations for use as tranquillisers for veterinary use.



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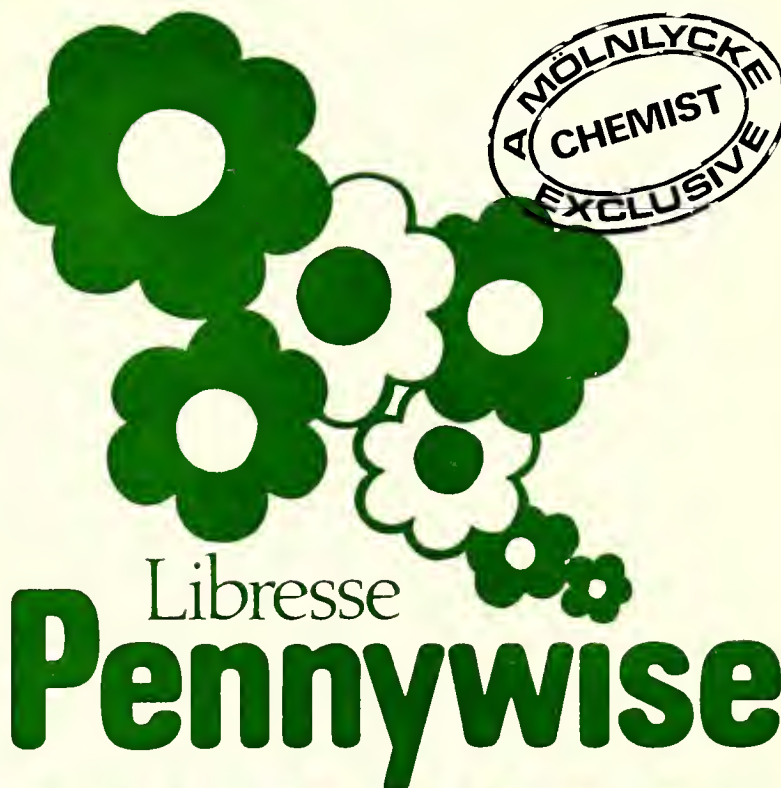
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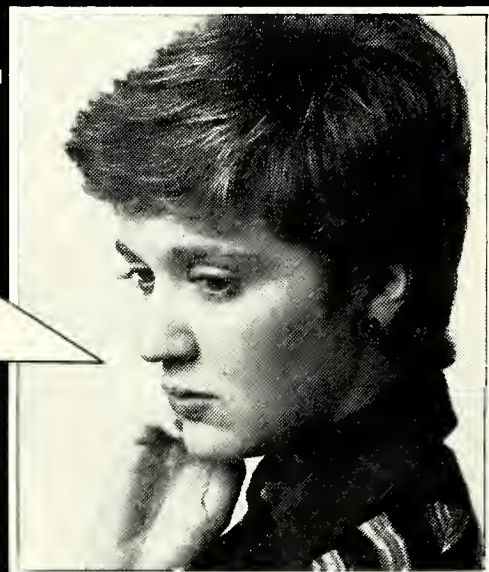
*The basic trade price per 40 pack case excluding VAT goes up from £6.52 to £7.11 on 28th March, 1977.

Libresse Pennywise is a registered trademark of the Mölnlycke Group, Mölnlycke Limited, Harpenden, Herts. A25 4SL. Tel: (05827) 68111.



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